DOCUMENT RESUME

ED 261 663 IR 011 812

AUTHOR	Giles, Doris, Ed.; And Others
TITLE	Look-Listen Opinion Poll, 1984-1985. Project of the National Telemedia Council, Inc.
INSTITUTION	National Telemedia Council, Inc., Madison, WI.
PUB DATE	85
NOTE	72p.; For related document, see ED 257 423. The National Telemedia Council was formerly known as the American Council for Better Broadcasts.
AVAILABLE FROM	National Telemedia Council, Inc., 120 East Wilson Street, Madison, WI 53703 ($5.00 plus $1.50 for postage and handling for each item).
PUB TYPE	Reports - Research/Technical (143)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	*Adolescents; *Adults; Evaluation Criteria; *Opinions; *Programing (Broadcast); Surveys; Television Research; *Television Viewing

ABSTRACT

Designed to indicate the reasons behind viewer program preferences, this 32nd report of an annual opinion poll presents the results of a survey which asked 914 participants to evaluate 3,584 television programs they liked, did not like, and/or to evaluate new programs. Tables summarize the reasons why programs were selected by viewers, their perceptions of the technical and overall quality of the programs, and how much they were liked, as well as kinds of programs monitors would like to see more of. Viewer ratings and comments are presented separately for adults and youth, and by ratings of excellent, good, fair or poor for a number of prime time network programs: The A Team, Airwolf, Benson, Cagney and Lacey, Charles in Charge, Call to Glory, Cheers, The Cosby Show, Dallas, Diff'rent Strokes, Dreams, Dukes of Hazzard, Dynasty, E/R, Facts of Life, Fall Guy, Fame, Family Ties, Highway to Heaven, Hill Street Blues, It's Your Move, The Jeffersons, Jessie, Kate and Allie, Knight Rider, Knots Landing, Love Boat, Magnum P.I., Miami Vice, Murder She Wrote, Newhart, Paper Dolls, Partners in Crime, Punky Brewster, Remington Steele, Riptide, Scarecrow and Mrs. King, Simon and Simon, St. Elsewhere, Three's Company/Three's a Crowd, V, Webster, and Who's the Boss? Also rated are news programs, public television, children's programs, daytime dramas, talk shows, sports and cable programs, and special movies and mini-series. (JB)

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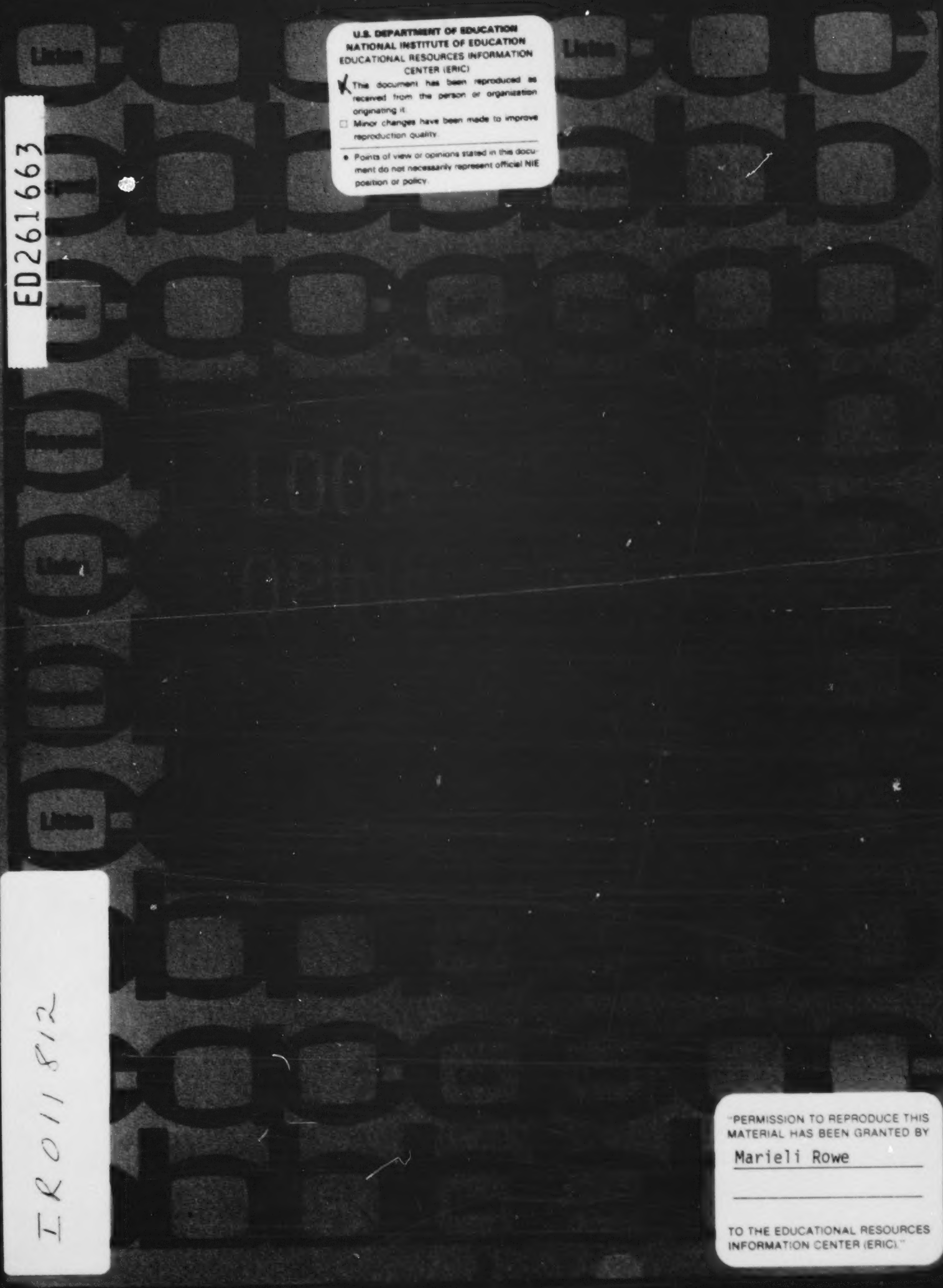

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LOOK-LISTEN OPINION POLL
1984 - 1985

PROJECT OF THE NATIONAL TELEMEDIA COUNCIL, INC.
(formerly the American Council for Better Broadcasts)

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TABLE OF CONTENTS

Introduction.............................. 2

Profile of Monitors....................... 3

Program Ratings........................... 5

Findings & Observations................... 9

Viewers Comments........................14-68

  Prime Time.......................... 14

  News................................ 52

  PBS................................. 58

  Children's Programs................. 59

  Soap Operas......................... 61

  Talk Shows.......................... 63

  Sports.............................. 64

  Cable............................... 66

  Special Movies & Mini-Series.......... 67

ACKNOWLEDGEMENTS

Without you, the many willing individuals who so freely gave of your time and energy to evaluate programs, this Poll would not be possible. It is to you, people across the nation--from groups, schools, and individual homes--that we extend our heartfelt thanks (see page 69).

To Dr. Clinton Bradford and the Louisiana Association for Better Broadcasts, your enthusiasm for this project is inspiring. Thank you for all the work you've done again.

To James Granger, who spent many weeks coding separating, compiling, and reading for the Report, a very special thank you!

And to our volunteers in Wisconsin--Genevieve Finnigan, Marcella Chase and Frances Powers--the time you gave is most appreciated.

INTRODUCTION

The National Telemedia Council presents the report of its 32nd Annual Look-Listen Opinion Poll. The Poll has been conducted each fall since the organization was formed in 1953 as the American Council for Better Broadcasts.

As a national, non-profit organization dedicated to encouraging quality in telemedia programming by educational means, NTC continues to strive toward a media-wise society. NTC believes that an informed public that evaluates and watches programs qualitatively can stimulate excellence; that the development of critical viewing skills will make possible a society that is "in" rather than "under" the control of the media it consumes.

For the thirty-two years of its existence, ACBB (whose name was changed on its 30th anniversary to National Telemedia Council to reflect the new age of telecommunications), has been convinced that this CAN be done, and its activities and projects have been aimed toward this goal. The Look-Listen Opinion Poll provides a positive way to speak out and to participate in the process of working toward excellence in program quality.

HOW THE POLL WORKS

The nation-wide Look-Listen Opinion Poll is unique in that it asks viewers not only how much they like or dislike a program, but also why. The object is to find reasons behind program preferences, not merely ratings. Thus, it is that the poll is an invitation to THINK and EVALUATE. In so doing, it serves a dual purpose: to provide an opportunity for anyone to participate in a qualitative response to the program fare offered on television each fall; and to encourage the development of critical viewing skills needed to develop television-wise consumers of the medium. It is a project for adults, a teaching tool for the classroom teacher, and an opportunity for youth to participate in an actual poll rather than a classroom exercise. It is a voice from viewers.

The preferences and opinions expressed in this report are not intended to represent a quantitative assessment nor do they constitute a recommended list or guide for viewing. They are grassroots judgments based on the desires and preferences of individuals.

HISTORICALLY. . .

The Look-Listen Opinion Poll was begun in 1953 as an effort to help people express their opinions where they count. That original purpose remains today as it was then. During the past several years, NTC has experimented with updating the Look-Listen project. Today, it asks specific questions designed to probe the reasons behind the viewers' ratings and opinions in order to facilitate a critical thought process and to encourage participants to develop their own criteria for evaluation. But the essence of the Poll, a large space for the monitor's own comments, remains unchanged. Indeed, this report of the Poll continues to devote the major portion of its pages to the comments of the evaluators.

Anyone can participate. The Poll is not limited to members of NTC. Efforts are made to publicize it, to get as many participants and as broad a distribution as possible each year. We hope that this report will encourage the reader to join our efforts in the 1985-86 Poll.

PROFILE OF MONITORS

Demographics

The 1984-1985 Look-Listen Opinion Poll had 914 participants who evaluated 3,584 television programs. Students under 18 years old made up 55.9% of the total reviewers. As in the past, about two-thirds of the participants were female.

	Male	Female	Unknown	Total
Adults	108 (26.8%)	293 (72.7%)	2 (0.5%)	403
Youth	178 (34.8%)	319 (62.4%)	14 (2.7%)	511
Total	286 (31.3%)	612 (67.0%)	16 (1.8%)	914

Geographic Distribution

This year's Look-Listen Poll had monitors from twenty-six states. Louisiana maintained its tradition of contributing the highest number of reviewers with 306. Wisconsin added 231; Illinois was third with 116 participants, followed by Minnesota's 80 and Florida's 62.

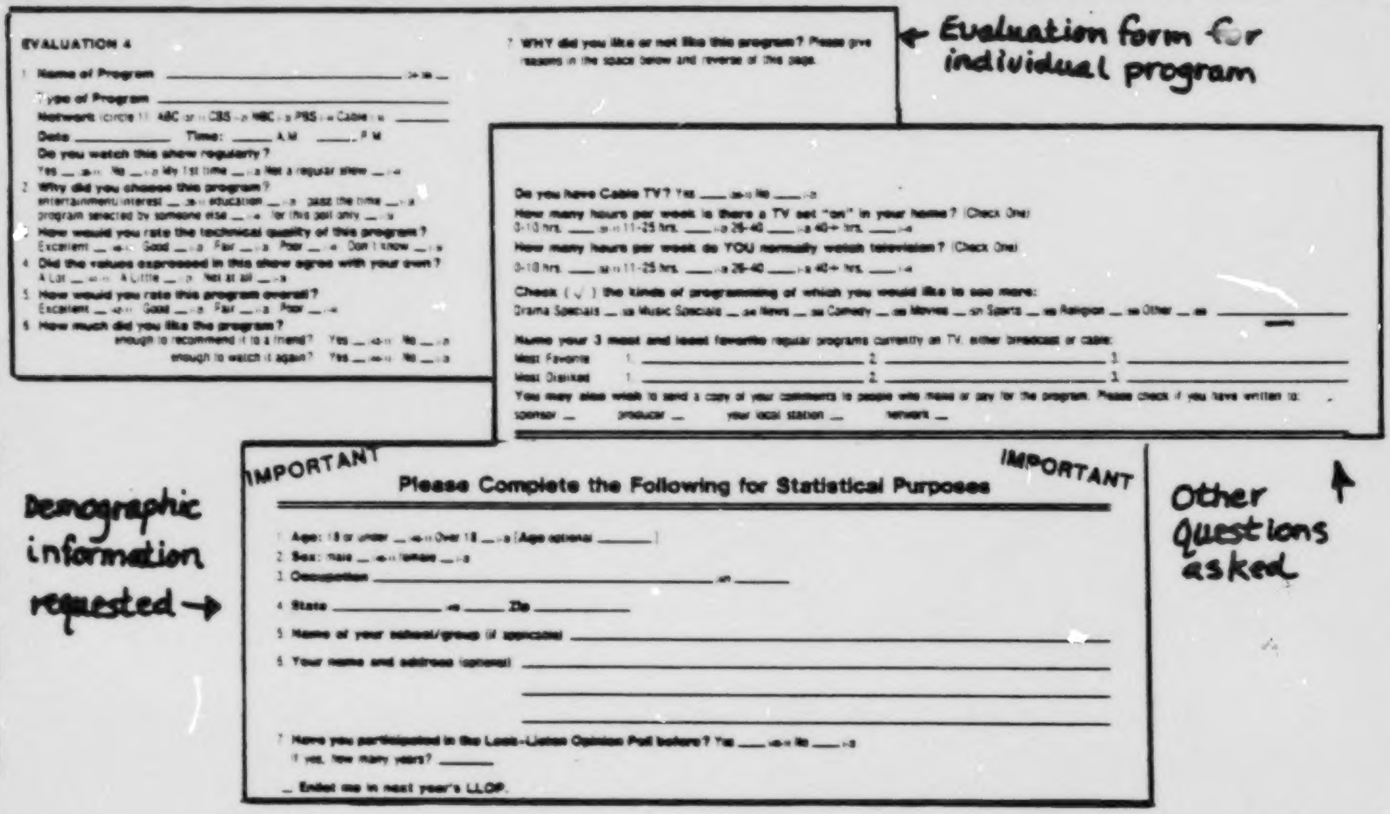
Occupation of Participants

The Poll had 511 reviewers who were students under 18 (55.9%) and another 177 college students (19.4%) who participated in mass communication classes. The other adult monitors were 51 teachers (5.6%), 41 professionals (4.5%), 35 clerical and sales workers (3.8%), 18 retired persons (2.0%), 75 homemakers (8.2%), and some farmers and skilled workers.

The Evaluation Form

This year the Look-Listen Opinion Poll (reproduced partially on next page) was in booklet form, with two pages for each program evaluation to permit longer comments. Almost all participants evaluated four programs. Although monitors were encouraged to review regularly scheduled first-run shows, many monitored reruns, local programs or specials. Most reviews were done in the fall of 1984.

Seven specific questions were asked about each program: the network, whether the reviewer was a regular viewer, why the program was chosen, rating of the show's technical and overall quality, whether the values expressed agreed with the reviewer's own, and whether the program was enjoyed enough to recommend it to a friend and to watch it again. To encourage reflection and critical expression, this poll also included our traditional invitation to comment on why a program was liked or not. The thoughtful, interesting, and revealing notes our monitors wrote are deservedly the heart of this report.



EVALUATION 4

1 Name of Program ______

Type of Program ______

Network (circle 1) ABC CBS NBC PBS Cable ______

Date ______ Time: ______ A.M. ______ P.M.

Do you watch this show regularly?

Yes __ No __ My 1st time __ Not a regular show __

2 Why did you choose this program?

entertainment/interest __ education __ pass the time __

program selected by someone else __ for this poll only __

3 How would you rate the technical quality of this program?

Excellent __ Good __ Fair __ Poor __ Don't know __

4 Did the values expressed in this show agree with your own?

A Lot __ A Little __ Not at all __

5 How would you rate this program overall?

Excellent __ Good __ Fair __ Poor __

6 How much did you like the program?

enough to recommend it to a friend? Yes __ No __

enough to watch it again? Yes __ No __

7 WHY did you like or not like this program? Please give reasons in the space below and reverse of this page.

← Evaluation form for individual program

Do you have Cable TV? Yes ____ No ____

How many hours per week is there a TV set "on" in your home? (Check One)

0-10 hrs. ____ 11-25 hrs. ____ 26-40 ____ 40+ hrs. ____

How many hours per week do YOU normally watch television? (Check One)

0-10 hrs. ____ 11-25 hrs. ____ 26-40 ____ 40+ hrs. ____

Check (√) the kinds of programming of which you would like to see more:

Drama Specials __ Music Specials __ News __ Comedy __ Movies __ Sports __ Religion __ Other __ ______

Name your 3 most and least favorite regular programs currently on TV, either broadcast or cable:

Most Favorite 1. ______ 2. ______ 3. ______

Most Disliked 1. ______ 2. ______ 3. ______

You may also wish to send a copy of your comments to people who make or pay for the program. Please check if you have written to:

sponsor __ producer __ your local station __ network __

Other questions asked ↑

IMPORTANT IMPORTANT

Please Complete the Following for Statistical Purposes

1 Age: 18 or under __ Over 18 __ [Age optional ______]

2 Sex: male __ female __

3 Occupation ______

4 State ______ Zip ______

5 Name of your school/group (if applicable) ______

6 Your name and address (optional) ______

7 Have you participated in the Look-Listen Opinion Poll before? Yes ____ No ____

If yes, how many years? ______

__ Enlist me in next year's LLOP.

Demographic information requested →

Television Viewing Time

We asked the poll participants how many hours per week a television is on in their homes and how many hours per week they watch it. The participants reported that 14.3% of their households had the TV on ten hours or less a week, 29.5% had it on 11 to 25 hours, 30.9% turned it on 26 to 40 hours, and 25.3 had it on for more than 40 hours. The table below shows the reviewers' own reported habits.

HOW MANY HOURS PER WEEK DO YOU NORMALLY WATCH TV?

Hours	Overall	Adults	Youth	Males	Females
0-10	41.4%	47.9%	36.0%	36.0%	44.2%
11-25	39.2%	36.6%	41.3%	38.6%	39.5%
26-40	14.3%	12.0%	16.1%	19.1%	11.9%
Over 40	5.1%	3.5%	6.6%	6.3%	4.4%
	100.0%	100.0%	100.0%	100.0%	100.0%

We see that overall the reviewers watch television themselves much less than the total time a set is on in their home. The youths watch more than the adults do and the female participants tend to watch less than the males. Among the adults, we found that housewives and retired persons watched more hours than did others and that the largest percents of those watching ten or fewer hours per week were among teachers and college students.

Numerical Ratings for Programs

Poll participants gave each show an "overall" rating on a 4-point scale of excellent, good, fair, and poor. We assigned 4 points to an "excellent" rating, 3 points to "good," and so on. Using these scores, average ratings for each show were calculated, ranging from a possible high of 4.00 to a low of 1.00. The average rating among all evaluations was 3.18.

BEST COPY AV

PROGRAM RATINGS

THE TEN MOST EVALUATED PROGRAMS OVERALL

Program	Number of Evaluations
The Cosby Show	142
Dynasty*	129
Three's Company*	102
Dallas*	86
Charles In Charge	82
Partners In Crime	75
Diff'rent Strokes	71
A-Team*	70
Family Ties	66
60 Minutes*	66

ADULT MOST EVALUATED		YOUTH MOST EVALUATED	
Dynasty*	66	The Cosby Show	87
The Cosby Show	55	Three's Company*	78
St. Elsewhere*	36	Charles In Charge	70
Dallas*	35	Dynasty*	63
Hill Street Blues*	31	Dukes of Hazzard*	60
Cheers*	30	Paper Dolls	51
Murder She Wrote	30	Dallas*	51
60 Minutes*	29	Diff'rent Strokes*	49
Cagney and Lacey	27	Family Ties	47
A-Team*	26	A-Team*	44

The next page shows the highest and lowest rated programs. Following that are the ratings given to all programs with a sufficient number of evaluations for the ratings to have some reliability. We only report ratings for shows with at least 20 total evaluations so that the scores are not greatly affected by a few extreme opinions. For the same reason we do not report youths' or adults' average ratings where there are fewer than 15 evaluations by an age group. (Monitors' comments on some of these programs are included in the report, however.)

The averages for the combined youth and adult evaluations are affected by the relative proportion of each group that chose to evaluate a program. Some overall averages reflect a large proportion of youth monitors, while others are due to a preponderance of adults.

The averages are also affected by the natural tendency of reviewers to choose to watch and evaluate programs they already liked—54% of reviews were by regular watchers of a show. Of course, some monitors selected shows that they felt should be singled out for negative comments.

*Among the ten most evaluated programs in the previous (1983-84) Look-Listen Report.

OVERALL TOP TEN RATINGS

Fame**	3.85
The Cosby Show	3.73
MTV	3.72
Facts of Life	3.67
Highway to Heaven	3.62
Guiding Light	3.60
Hill Street Blues**	3.59
20/20**	3.57
Simon and Simon*	3.56
Call to Glory	3.56

OVERALL BOTTOM TEN RATINGS

The Dukes of Hazzard***	1.45
E/R	2.58
Partners In Crime	2.59
Loveboat	2.62
A-Team	2.63
Dallas*	2.69
Airwolf	2.77
Knight Rider	2.78
Fall Guy*	2.85
Three's Company	2.87

ADULT HIGH RATINGS

The Cosby Show	3.68
Hill Street Blues**	3.68
60 Minutes**	3.62
Cheers*	3.60
Highway to Heaven	3.56
St. Elsewhere*	3.47
Simon and Simon	3.41
Knot's Landing	3.33
Family Ties	3.32
Newhart	3.31

ADULT LOW RATINGS[+]

Paper Dolls	2.30
A-Team*	2.42
E/R	2.50
Three's Company/Crowd***	2.50
Loveboat	2.65
Webster	2.90
Remington Steele	2.93

YOUTH HIGH RATINGS

Fame**	3.87
Webster*	3.84
The Cosby Show	3.76
MTV	3.74
Simon and Simon*	3.73
Facts of Life	3.67
Guiding Light	3.62
Charles In Charge	3.62
Family Ties*	3.61
Diff'rent Strokes	3.59

YOUTH LOW RATINGS[+]

Dukes of Hazzard***	1.47
Dallas*	2.39
Loveboat	2.60
A-Team	2.75
60 Minutes	2.81
Knight Rider	2.83
Three's Company	2.99

[+] Only programs with less than a "good" average (3.00) are listed.

*These were on the same list of high or low average ratings in last year's poll.

**These were on the same list of high or low average ratings in the past two years.

***These were on the same list for the previous three years.

RATINGS AND REVIEWERS

(for programs receiving 20 or more evaluations)

Program	Number of Reviewers			Average Ratings		
	Total	Adult	Youth	Total	Adult	Youth
A-Team	70	26	44	2.63	2.42	2.75
Airwolf	22	8	14	2.77	—	—
All My Children	28	18	10	3.14	3.05	—
Benson	20	12	8	3.45	—	--
Cagney and Lacey	41	27	14	3.20	3.22	—
Call to Glory	27	14	13	3.56	--	—
Charles In Charge	80	12	68	3.50	—	3.62
Cheers	60	30	30	3.40	3.60	3.20
The Cosby Show	141	54	87	3.73	3.68	3.76
Dallas	86	35	51	2.69	3.11	2.39
Days of Our Lives	20	7	13	3.50	--	--
Diff'rent Strokes	71	22	49	3.41	3.00	3.59
Dreams	25	1	24	3.48	—	3.54
Dukes of Hazzard	62	2	60	1.45	—	1.47
Dynasty	129	66	63	3.19	3.09	3.28
E/R	24	16	8	2.58	2.50	—
Facts of Life	46	7	39	3.67	—	3.67
Fall Guy	27	10	17	2.85	—	3.18
Fame	20	5	15	3.85	—	3.87
Family Ties	65	19	46	3.52	3.32	3.61
Guiding Light	20	4	16	3.60	—	3.62
Highway to Heaven	26	23	3	3.62	3.56	--
Hill Street Blues	63	31	32	3.59	3.68	3.50
It's Your Move	36	7	29	3.28	--	3.48
The Jeffersons	51	9	42	3.33	—	3.33
Jessie	24	14	10	3.29	—	--
Kate and Allie	38	20	18	3.26	3.30	3.22
Knight Rider	37	13	24	2.78	—	2.83

Program	Number of Evaluations			Average Ratings		
	Total	Adult	Youth	Total	Adult	Youth
Knots Landing	51	15	36	3.45	3.33	3.50
Love Boat	32	17	15	2.62	2.65	2.60
Magnum P.I.	43	22	21	3.40	3.27	3.52
Miami Vice	29	11	18	3.24	—	3.39
Monday Night Football	37	16	21	3.14	3.06	3.19
MTV	25	2	23	3.72	—	3.74
Murder She Wrote	38	30	8	3.18	3.07	—
Newhart	23	16	7	3.09	3.31	—
Paper Dolls	74	23	51	3.01	2.30	3.33
Partners In Crime	22	8	14	2.59	—	—
Punky Brewster	18	2	16	—	—	3.06
Remington Steele	20	15	5	3.10	2.93	—
Riptide	22	6	16	3.09	—	3.12
Scarecrow and Mrs. King	21	13	8	2.95	—	—
Simon and Simon	32	17	15	3.56	3.41	3.73
60 Minutes	66	29	37	3.17	3.62	2.81
St. Elsewhere	52	36	16	3.44	3.47	3.38
Three's Company/Crowd	102	24	78	2.87	2.50	2.99
20/20	30	12	18	3.57	—	3.56
V	49	11	38	3.10	—	3.18
Webster	52	20	32	3.48	2.90	3.84
Who's the Boss?	35	18	17	3.17	3.11	3.24

FINDINGS AND OBSERVATIONS

The tables below present the results from the seven questions asked about each program in the Look-Listen Opinion Poll, along with some observations on our monitors' answers.

NETWORK WATCHED

	ABC	CBS	NBC	PBS	CABLE
Adult	28.4%	27.9%	29.6%	9.6%	4.5%
Youth	26.1%	29.7%	33.9%	2.8%	7.5%
Overall	27.1%	28.9%	32.0%	5.8%	6.2%

Not all participants correctly identified the network a show was actually on, and 12% did not identify any. The distribution of viewers among the three commercial networks was more even this year than last, especially among the young monitors. The share of programs of PBS reviewed by adults dropped over two percentage points from last year, but among youths it rose slightly. Non-network shows on cable systems decreased one point among those reviewed by adults, in contrast to a three-point gain observed last year (the '83-'84 poll) over the previous poll ('82-'83). Among youths, the cable share increased about a half-point, again a change from last year when it jumped two points.

Over all programs our monitors evaluated, PBS shows had the highest average rating at 3.46. The commercial networks were led by NBC with a 3.28 average, followed by ABC (3.18) and CBS (3.10). Cable programs received a 3.16 average rating on our four-point scale.

DO YOU WATCH THIS SHOW REGULARLY?

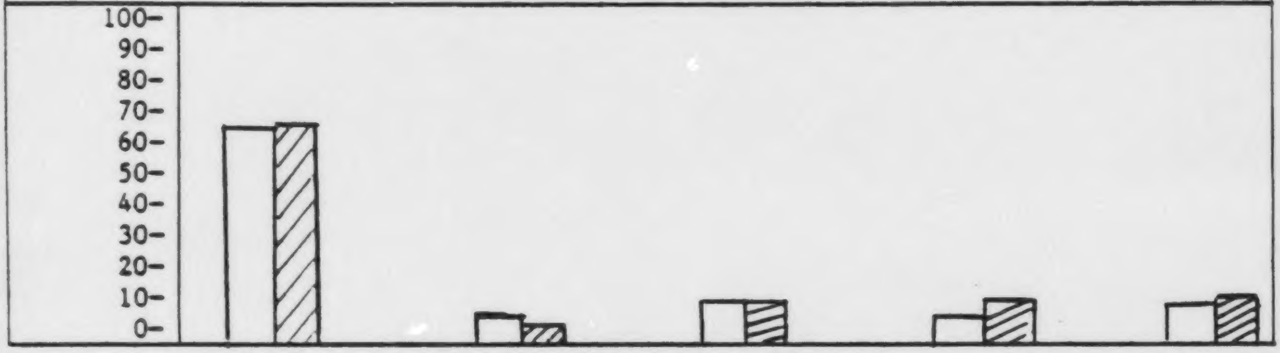
	Yes	No	First Time	Not a regular show
Adult	50.0%	25.9%	10.1%	14.0%
Youth	57.0%	24.1%	8.3%	10.6%
Overall	53.9%	24.9%	9.1%	12.1%

A little over half of the evaluations were of programs that were regular favorites of the poll participants. Because the Look-Listen Poll is conducted in the fall of each year, many chose season premieres, new programs, or specials for their review.

We examined how ratings given were related to first-time viewing of a program. Almost all who watched a show regularly rated it highly—97.1% gave "excellent" or "good" scores. First-time viewers were more critical, rating 67.6% of shows "good" or "excellent." But the most critical ratings were given by those who had seen a program before but were not regulars: fully 50% of them scored the programs as "poor" or only "fair."

WHY DID YOU CHOOSE THIS PROGRAM?

	Entertainment/ Interest	Education	Pass the Time	Selected by Someone Else	For Poll Only
Adult	67.2%	6.9%	9.8%	6.6%	9.5%
Youth	67.9%	3.7%	9.6%	8.5%	10.4%
Overall	67.6%	5.1%	9.7%	7.7%	10.0%



As in the past, this year's poll shows entertainment and interest to be the major factor in program choice. Last year, however, about 15% of the adult monitors' programs were selected for educational reasons; this year, in contrast, only about 7% were picked for that reason, and the share of youths choosing on educational grounds dropped also. The percentages choosing shows to "pass the time" were about the same as last year's. Youths this year were more likely than last year to report a program was chosen by someone else or for the poll only.

Of the shows our reviewers report watching regularly, 90% are chosen for entertainment and only 5% for educational purposes. Viewers in both categories were pleased with their selections: about 95% of shows chosen for entertainment or education were rated excellent or good. Programs selected just to fill time were more critically appraised: only 41.1% found them good or better. As in the past, programs viewed only for this poll were the least enjoyed and two-thirds of them were rated fair or poor.

DID THE VALUES EXPRESSED IN THIS SHOW AGREE WITH YOUR OWN?

	Yes-A Lot	Yes-A Little	Not At All
Adults	44.3%	40.8%	14.7%
Youth	41.2%	42.4%	16.4%
Overall	42.6%	41.7%	15.7%

This question on values was asked for the first time this year. It is difficult to assess the significance of these figures; for some programs it was possible to see that viewers do not necessarily differentiate between what characters in a show do and what the underlying stance of the show is. For example, some viewers did not agree with the values in the special The Burning Bed because, as their comments made clear, they did not approve of spousal abuse and retaliation. Of course, the show portrayed the tragic consequences of characters' actions, but many viewers seemed to judge its values in terms of agreement or disagreement with the characters' behavior.

CORRELATION OF EVALUATOR RATINGS WITH VALUES EXPRESSED*

	A Lot	A Little	Not At All
Show Rated Excellent	74.1%	29.9%	9.9%
Watch Show Regularly	69.3%	50.6%	22.0%
Would Recommend to a Friend	94.6%	69.7%	26.8%
Would Watch it Again	97.5%	81.8%	33.5%
Chose Show to Pass Time	2.7%	10.9%	25.2%

A show's ratings were generally, but not completely, related to viewers' agreement with the values they perceived being expressed. Among all evaluations in which the monitors agreed "a lot" with a program's values, 74.1% of the overall ratings were "excellent." But almost a quarter (24.4%) of the programs where monitors agreed "not at all" or only "a little" with the values expressed nonetheless were rated "excellent" and another 42.8% of this group were rated "good" overall. Put another way, 30.8% of the "excellent" ratings were given to shows with whose values reviewers agreed not at all or a little.

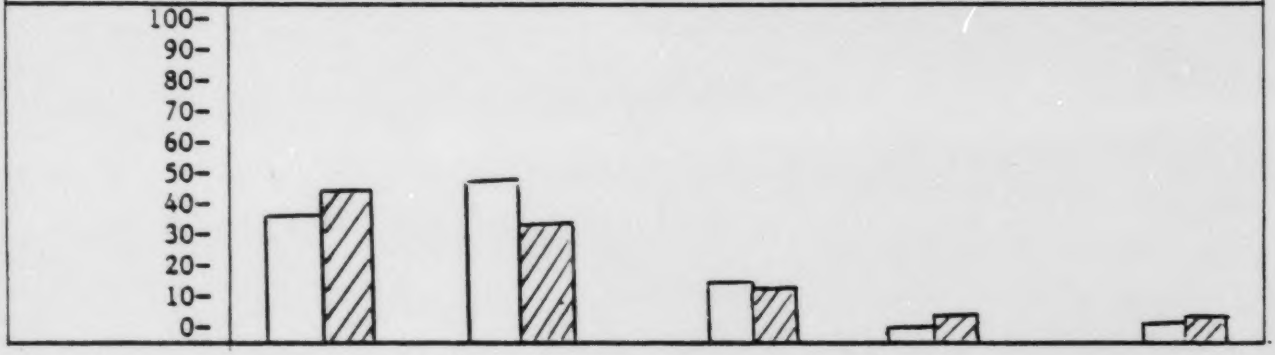
Similar observations can be made for the relation between agreement with a show's values and regular viewing of the show. Among reviewers of shows they regularly watch, 54.6% agree with the shows' values a lot. But 45.4% of these regular viewers agreed only a little or not at all with the values they perceived being portrayed. Further, reviewers report that, among shows whose values agree not at all with their own, 26.8% would recommend the show to a friend and 33.5% would watch it again themselves. This comes as no news to those who see many shows condoning immorality, but it suggests viewers are able to distinguish between moral values and entertainment values and there is a definite relation between shows' perceived values and their popularity.

---

*Percents are percents of each value agreement category. For example, 74.1% of those agreeing "a lot" rated the show "excellent."

HOW WOULD YOU RATE THE TECHNICAL QUALITY OF THIS PROGRAM?

	Excellent	Good	Fair	Poor	Don't Know
Adult	37.3%	45.9%	11.0%	4.0%	1.8%
Youth	43.6%	36.4%	10.4%	6.9%	2.7%
Overall	40.8%	40.6%	10.7%	5.6%	2.3%



As in past polls, we find adults to be somewhat more critical than youth of technical qualities in programs. Technical quality ratings are related to overall ratings so closely that we are not very confident that viewers can be objective about their evaluations of technical quality. In last year's poll, 70% of "fair" or "poor" technical quality ratings were matched by overall program ratings of "fair" or "poor"; this year the rate was 80%.

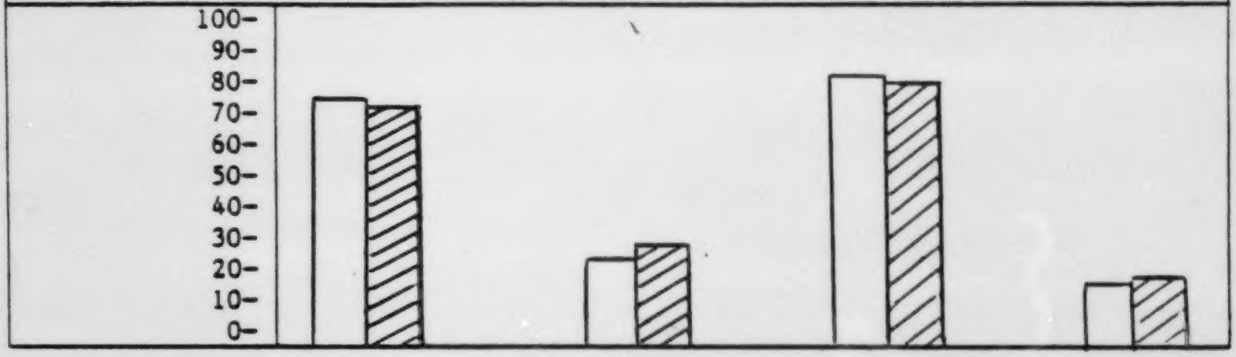
HOW WOULD YOU RATE THIS PROGRAM OVERALL?

	Excellent	Good	Fair	Poor
Adults	42.3%	39.4%	11.5%	6.8%
Youth	48.2%	31.6%	11.1%	9.1%
Overall	45.6%	35.0%	11.3%	8.1%

The Poll's participants generally liked the shows they saw, although less than half were rated "excellent." It is certainly not surprising that people like what they choose to watch—generally they choose to watch what they think they will like. (Of course, some participants used the poll to single out shows they didn't like.) Ratings were much more critical for the programs someone else selected: 24.5% were rated only fair and 20.1% were rated poor.

HOW MUCH DID YOU LIKE THE PROGRAM?

	Enough to recommend it to a friend?		Enough to watch it again?	
	Yes	No	Yes	No
Adults	75.1%	24.9%	81.2%	18.8%
Youth	72.9%	27.1%	80.2%	19.8%
Overall	73.8%	26.1%	80.7%	19.3%



KINDS OF PROGRAMS MONITORS WOULD LIKE TO SEE MORE OF*

	Overall	Adult	Youth	Male	Female
Drama	39.3%	51.1%	29.9%	25.5%	46.7%
Music	31.5%	33.7%	29.7%	22.0%	36.6%
News	11.8	20.1%	5.3%	17.1%	9.6%
Comedy	57.5%	41.2%	70.5%	65.4%	54.9%
Movies	56.9%	48.4%	63.6%	58.0%	57.5%
Sports	17.8%	13.9%	20.9%	39.9%	8.0%
Religion	4.6%	7.2%	2.5%	3.1%	5.4%
Other	13.8%	18.6%	10.0%	14.0%	14.1%

Overall, there was a greater demand for more comedies and movies than was expressed in the last poll. Adults indicated more interest in dramas, news, and sports and less interest in more music and religious programming than last year. Youths increased their interest in drama, music, comedy, and movies.

*Monitors could choose more than one type of programming.

VIEWERS COMMENTS
PRIME TIME NETWORK PROGRAMS

This section contains representative comments by Look-Listen participants, on prime time programs seen on the major networks (ABC, CBS, and NBC). The exception is **Fame**, which is in syndication. In looking at what these viewers wrote about the programs, a few observations and generalizations can be made as to why they liked or did not like what they viewed.

As in previous years, people seem to like realistic situations where the characters show true-to-life feelings and emotions. Good acting and good writing are mentioned frequently as reasons for rating a program highly. It is interesting, however, to see how often viewers contradict each other; some praise the realism of a show and others proclaim the same show completely unrealistic. Many times the youths' comments contradict the adults'.

Comedy programs are again favorites. Viewers appreciate the chance to unwind and relax; they write that laughing at the situations characters get into helps lighten their perspectives on their own problems. Programs that can provide an escape—"action" detective shows or, especially, the prime time soap operas—are also very popular. **St. Elsewhere** seems to fill a need of some viewers as a continuing soap opera drama without the "glamour" they consider unrealistic.

Programs receiving the lowest ratings are often judged as "fake" by the viewers. People often write that shows they consider unrealistic, empty, or "stupid" are insulting their intelligence.

A noticeable number of comments this year pertained to the moral value of certain shows. Adults, for instance, often pointed out the "terrible" morals portrayed on the nighttime soap operas, but they wrote that they greatly enjoyed the escape and fantasy offered by these shows. Youth seemed especially sensitive to moral issues, but the younger ones, unlike the adults and many teens, saw no redeeming features in shows portraying "bad" morals.

Many female viewers made comments that stressed protecting children from the influence of shows portraying immoral situations. Few males ever made that type of comment, except for some boys who seemed very young (by virtue of their misspellings and unpracticed handwritings).

When viewers condemned a show's morals, it often was a comment about how the show would corrupt someone else's morals, especially someone younger than themselves. Adults usually said they would watch and enjoy anyway, and so did many teens. The youngest children, however, often in simple and beautiful language, panned the show, as in this comment on **Dallas**: "They don't show people caring about each other, their always sneaking behind someone's back. It's not like real life."

It's not surprising to find the many comments by youth and adults expressing appreciation for "family" programs, like **The Cosby Show**.

Where it seemed appropriate or interesting, the evaluator's gender and home state is noted in brackets like this: [f, MN]. Also, we have again left the quotes "as is," including misspellings.

A TEAM

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	8	6	7	26	2.42
Youth	13	14	10	7	44	2.75
Total	18	22	16	14	70	2.63

ADULTS

Exc.- "Pure fun! The characters are loveable in spite of their nuttiness. Lots of craziness and chuckles. Makes me smile." "I am fascinated by the sequences wherein the Team builds war-machines out of junk, with the cameras focusing on their hands as they work." "Overall entertaining. Pretty good acting but sometimes unbelievable plots. How can they do all that shooting and blowing up things without killing anyone." "The writers have finally given Mr. T a lot more to do and say instead of just grunts." "Very exciting. Keeps audience interested."

Good- "I feel it is really a children's show. I put it in the category of a fantasy or cartoon." "Rather unrealistic; however, the writers do show some imagination. The main actors work well together giving the show a sense of ease and enthusiasm." "Too much violence but done with a sense of humor."

Fair- "The **A-Team** uses a standard plot each week. The action in this series, the shooting, bombs and easily accesible trucks etc. make the show very unbelievable. The phoney action scenes take away from the entertainment value. I didn't like it because there were no unexpected turn of events, no surprises, no unusual ending." "The plot stunk and I am concerned about the affect this show has on children."

Poor- "The show is filled with cheaters, liars, thieves, bribery, violence and lots of guns and they are shown in an exciting and attractive way. In this program the powerful person is the one who is strongest and who acts the toughest. Very fast moving and I imagine would fill children with a lot of aggression. The camera is aimed at different angles and on different objects to create action and suspense which probably helps fill little minds with crazy ideas." "A waste of time; does not interest me primarily because of the content." "It has moments of comedy but basically leaves violence as a way to solve all problems." "This show is an insult to anyone with an I.Q. over 75. The fact that it is in the top ten is a sad commentary on the state of American TV today."

YOUTH

Exc.- "I like the originality of characters and the action parts of the movie." "I like it because it is exciting, and because it is about criminals." "I like the drama; relate to characters; Mr. T is cool." "I love the characters. The way the get into situations and how the treat each other. Its cute and funny! The sceans seem really real."

Good- "Good characters for kids to look up to. Entertaining somewhat but not a good story line." "I liked it because it has alot of action. It shows how someone can help someone else. I like exploding things and tough guys." "Good guys always win fights." "It was action filled and I also agreed that slavery and drugs were bad and so did the 'A' Team." "I like the non-stop action, however it is too unlikely for a bunch of guys to go around firing machine guns and yet noone gets hurt. Too unrealistic." "Has good stunts but sometimes stunts look fake. I feel it could be better done better written and better directed."

Fair- "I don't like Mr. T!" "Boring." "I don't like the show very much because the characters always are helping people and they always win the fights they have." "Alot in nonsense."

Poor- "Mr. T is just trying to always tell how tough he is. I think it's good that he's a Christian." "It's boring, no action, they never hit a person when they are shooting at them. They always win." "Mr. T acts too stupid." "Too much violence in it and the people lie."

AIRWOLF

	Exc.	Good	Fair	Poor	Total	Score
Adults	1	6	1	0	8	3.00
Youth	6	1	3	4	14	2.64
Total	7	7	4	4	22	2.77

ADULTS

Exc.- "I do watch this program on a regular basis because of the terrific effects that make up this 'helicopter.' I do not always like the endings, i.e.: the punishments does not always fit the crime. I will continue to watch this program each week without fail and discuss with friends each episode."

Good- "Uses the most updated technology available to the television media. Very easy to identify with because of this technology and realism used to help its Hollywood style come through." "I liked the stunt flying scenes, good acting, and it has overall excellent technical quality." "A take off on **Blue Thunder** but better executed than the former ABC series. Holds the interest with little catch links weaving the story together." "Very difficult to understand on first watching. If I watched regularly it probably would have made more sense." "It has developing characters and is fairly true to life."

Fair- "I did NOT like the program because of the violence. I found it confusing to follow the story line, probably because it is a continuing series and this is the first time I had watched it. The night scenes were so dark it was difficult to distinguish what was happening. The story was full of cliches. Tell the storywriters to try for excellence, not mediocrity."

YOUTH

Exc.- "The suspense is thrilling, an hour passes by like it was minutes. The helicopters special affects are very good too. All action packed." "I like the way the helicopter takes the sharp turns. I like the way they disined the helicopter."

Good- "I like how the handle of Airwolf is made and when you sit down on the chair in the computerlike room all the bottons light up."

Fair- "The worse realistic show in technical accuracy. The acting is good and the actors who act in this show deserve better."

Poor- "I would never recommend this program to anyone except for a laugh. Just one long hour of washed up actors, constant special effects, and a terribly unbelievably bad plot." "Could be improved immensely [with] more dialogue and less chasing, and even change the show more from week to week."

BENSON

	Exc.	Good	Fair	Poor	Total	Score
Adults	6	5	1	0	12	3.42
Youth	5	2	1	0	8	3.50
Total	11	7	2	0	20	3.45

ADULTS

Exc.- "An enjoyable program that really knows how to make me laugh. Not only provides its audience with unending humor, but it also trys to teach the audience." "Well written though plots sometimes stretched. Good black role model and single parent model." "Robert Gillium is a fine actor and comedian. All the characters are entertaining."

Good- "Entertaining and I like Guillame's straight faced humor. The content is clean cut even though it contains a large amount of humor at the expense of another's character. In the end there is usually a remedy/apology/enlightenment/etc. It is not pure character assassination with harmful intent." "Some good comedy writing." "Robert Guillaime portrays the character of 'Benson' in a dignified manner. Definitely doesn't play a stereotyped black role. Humorous. Very entertaining--hey, I might start watching television on Friday nights."

Fair- "Villians were played too dumb. Some of the humor was forced. Plot was a little less than probable. If this keeps up, I'll have to conclude that the show has gotten tired."

YOUTH

Exc.- "I liked the show because the lines were funny, especially Benson's." "Benson likes to criticize people. He is also very funny." "[I liked] Benson's wise cracks."

Good- "It give me alot of laughs."

CAGNEY AND LACEY

	Exc.	Good	Fair	Poor	Total	Score
Adults	11	11	5	0	27	3.22
Youth	6	5	2	1	14	3.14
Total	17	16	7	1	41	3.20

ADULTS

Exc.- "It's realistic, it has warmth, it's humorous." "In 'real-life' there are not always pat answers and this show incorporates this. The values expressed are not always in line with my values, but I still enjoy this show. I especially like the chemistry between the two lead characters. I was very disappointed last year when CBS cancelled this show. I'm glad they realized their mistake and brought it back." "The writer, Georgia Jeffries, should be commended on her fine teleplay, which went a little bit farther than usual in portraying police officers as real people—people who have feeling and who, when resorting to any type of violence, must come to terms with the results." "Being a non-violence advocate, I was surprised I enjoyed this show. The acting was excellent, and the violence had its place." "It shows their good days and bad. Also that the good guys make mistakes too. What I like most—they communicate with each other. It shows women are as effecent detectives as are men. No detailed X-rated sceens—I like that, I like to use my own imagination here."

Good- "Always good show with a good message." "Adds humor with real life situations and comes up with an entertaining, educational series." "Shows women capable of taking care of themselves and having a career." "Liked the program because of timely interest of major theme, absence of undue violence, and satisfying conclusion. Didn't particularly enjoy apparent over-playing, or emoting, on the part of Lacey. Over-all other Cagney and Lacey programs have been more enjoyable. Plot seemed too contrived."

Fair- "This program is so manufactured, you can almost hear the director screaming instructions at the actors. There is never any sense of anything arising naturally. It's as if the scriptwriters consulted Psychology Today and then proceeded to write the script. Each [actor] has basically two levels in their acting ranges: more intense and less intense. This makes the show very uncomfortable to watch." "Did not hold my interest. The characters are a little too emotional—especially Lacey who gets upset all the time."

YOUTH

Exc.- "Has the entertainment qualities I like. Adventure, excitement and that this show portrays life realistically." "I like the ways Cagney and Lacey are doing 'A Man's job." "I love this program because it has alot of drama in it and sometimes a little humor." "The show never seems to drag. There is humor once in a while just to keep it from being too serious."

Good- "It has moral lessons in each episode and the police are shown to have compassion." "A good plot and storyline but not well executed. The acting needs improvement. Was not convincing." "Shows realistic example of married women with families and their struggles to maintain balance between home and families [and] work responsibilities."

Poor- "I thought it was silly and predictable. I didn't think it was humorous."

CALL TO GLORY

	Exc.	Good	Fair	Poor	Total	Score
Adults	9	4	1	0	14	3.57
Youth	7	6	0	0	13	3.54
Total	16	10	1	0	27	3.56

ADULTS

Exc.- "Down to earth dealing with everyday situations in the service; all of which I am familiar with. Moderate paced action with fairly strong story lines. Acting is humanistic and not staged. Very realistic." "The story involved actual events which happened during the 1960s. I liked the characters because I could empathize with them in many respects. What seemed right to them, many times, seemed right to me." "Not preachy. Patriotic without being melodramatic." "Filming is both beautiful and exciting." "Special effects are remarkable. The flight scenes are very entertaining." "Have watched this series since its premiere in Sept. and am very impressed. The characters have developed strongly and are people of interest."

Good- "The real film of the testing of the plane are very exciting, but the characters are so very grim and serious. The Grandfather gives warmth to the family." "Great flying sequences. Sometimes seems to much of a message."

YOUTH

Exc.- "I like the honesty of Reiner and how he keeps cool under pressure, and I envy him for that." "Its different from all of the other shows." "The family that stars is very realistic to the problems that come about. This family has very lovable personalities."

Good- "I like it because when it comes on my whole family sits down together to watch it." "Intresting plot, lots of action. Tells about a family in a differnt view than we normally see."

CHARLES IN CHARGE

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	5	3	1	12	2.83
Youth	46	19	2	1	68	3.62
Total	49	24	5	2	80	3.50

ADULTS

Exc.- "Very entertaining and has very good values. Very good for the entire family." "Easy to relate to. Believable situations and solutions are always reached in a very logical and credible way."

Good- "It was funny. At some parts it was touching, which added to the value of the story-line. A good family show. That makes it especially nice." "The story line was good and most of the acting was good."

Fair- "A typical American sitcom, albeit a little more energetic than most. The characters don't just go through the motions, but a lot of them are too eccentric or just plain foolish to be completely sympathetic. Does the same old stuff a little better than usual." "The dialogue is often stilted and somewhat stereotypical."

Poor- "It is boring, stupid, and insults our intelligence. The actors can't act. The only positive quality that it has is cute Scott Baio."

YOUTH

Exc.- "Makes me laugh. I can relate to the problems, because the things that happen have happened to me." "I think its very funny. It shows the way of growing up and getting through High School. It also shows what kids are like at different ages." "It shows some of the problems teens have and even though it doesn't come right out and say it, it gives some advice. I think it is a success." "Charles shows alot of responsibility and is a good influence on not only teenagers, but everyone." "An excellent show because there is kids my age and the values expressed are much like my own values." "It gave me a lot to think about." "It seemed real and funny. I like the way he teaches the kids and jokes with them." "It made me laugh all the way through and it was very realistic." "Scott Baio is a good actor and very cute. There situations are real to life, but made funnier." "It makes sense." "Funny and realistic. I like the actors, they show good expression." "I love this new program. I think Scott Baio (Charles) will get more fans than he already has. He is a very fine actor. The show never stops making me laugh." "It has a lot of humor and shows the 80's kind of teenager. And it has the kind of plot that kids of this century are interested in." "Enjoyable [but] too much can laughter."

Good- "It made fun of everyday minor problems." "Brought out realistic problems and how teenagers feel. All in a funny, light hearted way." "Has good technical quality, good comedy, it also agrees with my thinking." "I like it that Charles likes little kids and will give up his own time for them."

Fair- "Funny but it was too unreal to like. I think it would have been better if it was a girl in charge because the kids were so funny, but Charles just didn't fit in" [f, LA]. "Was supposed to be a comedy, but didn't quite succeed. I smiled once or twice but that was all."

Poor- "The acting was terrible. The writing was also pretty bad and it was hard to understand what the plot was. It had a lot of dry humor and I felt like I was being forced to laugh."

CHEERS

	Exc.	Good	Fair	Poor	Total	Score
Adults	21	7	1	1	30	3.60
Youth	12	14	2	2	30	3.20
Total	33	21	3	3	60	3.40

ADULTS

Exc.- "It appeals to me because it is a satire of human emotions." "The jokes are new, well timed, [and seem] spontaneous. The shows kind of carry the theme that there's a pot of gold at the end of the rainbow. All the shows seem original." "It shows real emotions that persons would feel in situations." "Pure entertainment. Light comedy with a lot of sarcasm. Perfectly casted. Excellent working chemistry in this show. I only wish it was on for an hour vs. a half hour." "The dry sense of humor enhances the style of the program. Each character really has depth. Not only a comedy show but a learning show as well." "Funny and meaningful, with characters perfectly cast." "Characters are believable." "They appear to value friendship and leisure time, both of which I myself value. Never seems forced or calculated." "Feel like [I've] known the characters because their so likeable. Each episode leaves the viewer with something to think about till next week when he can find out what happens." "Excellent writing. Unique comic lines. Such diverse characters. I like the camaraderie. I do not agree with the values re: sex." "Aimed at adult intelligence." "A family show. Not many left." "The characters are fleshed out well and very believable." "Coach is delightful—his subtle humor and blatant faux pas are clever comedy."

Good- "Funny and entertaining. Characters are hilarious." "I like the way they interact with each other." "The new season started sloppily, with cheap laughs about drunkenness and sanitariums. The next episode was better. Maybe season premieres aren't the best way to judge a series."

Fair- "Really seems 'silly' to me. [Not] at all realistic—almost slapstick."

YOUTH

Exc.- "The characters were so real and down to earth. They weren't 'plastic' like on most sitcoms today and they made the show easy to get involved in." "Each week has a new subject that always seems of interest to me. It doesn't rely on cheap material for it's laughs." "Very entertaining, funny, good characters, and the Bartender is cute." "I can relate to the people in the bar.

Good- "We find the dialogue--give and take--enjoyable. Characters are believable and humorous." "It makes me laugh." "An entertaining look at the problems facing a man and a woman in this day and age. The actors do an extremely good job and are enjoyable to watch."

Fair- "I don't like the actors characters."

Poor- "All the people do is sit around a bar and talk about dumb things. There is no action and it isn't funny." "Boring and is not very exciting."

THE COSBY SHOW

	Exc.	Good	Fair	Poor	Total	Score
Adults	37	17	0	0	54	3.68
Youth	69	16	1	1	87	3.76
Total	106	33	1	1	141	3.73

ADULTS

Exc.- "Without a doubt the funniest show on TV. Truly family entertainment. The best that TV has to offer." "I liked the handling of 'real' family situations. As a father—I've been there! I can really empathize with the situations." "We laughed a lot—we saw our own situations portrayed." "Our whole family likes this program because of its humor in looking at family life, its honesty, its highlighting of situations and problems common to all families today." "Manages to focus on good, loving relationships within the family." "Writing is excellent [although] I don't think that all families are so democratic." "A more realistic version of family life than TV usually shows (this despite the doctor/lawyer roles of the parents. So far this has merely given them an income level in the way upper brackets which spares them some real problems that wouldn't be funny)."

"Not afraid to make concrete statements about values." "Kindness, wisdom, love, and humor were used by the parents in guiding their children." "Refreshing to see a two-parent family for a change--and one our entire family can enjoy without embarrassment. Always a moral or lesson gently portrayed." "Shows us how to relate to children with intelligence and respect." "Portrayed with a light touch. Reinforces moral attitudes yet offers lots of laughs."

"I like Bill Cosby! He is a natural comic (without vulgarity). The kids (especially the smallest one) are great!" "The other players did well acting with Cosby but will need to continue to make their best efforts in order to make it a balanced show." "Cosby has a universal humor with a warmth and intelligence not found on TV—until now." "Bill Cosby's timing superb—other characters well cast." "We love Bill Cosby. His humor is witty and down-to-earth." "This show brings a breath of fresh air to the stale sit-com genre, as the imbecile references to sex are gone. Cosby does not have to resort to this kind of joke. [He is], arguably, the funniest man in television."

"Portrays a Black family in a positive way which is not usually done. Also, the situations and characters could really be of any ethnic group." "Presents a black family in a positive way; the values expressed are those we want our children to emulate." "Portrays a black family that is financially secure, in positive professional roles." "This show is relateable to any audience, no matter what racial or ethnic background they may have."

"Hilarious with Cosby's sarcastic fatherly jokes and down to earth." "Reactions of characters are more true to life than any other show." "Realistic, likeable people. Well-written, well-acted." "The family situations presented are so true-to-life. Best new show I've seen this year." "Makes me feel happy." "I loved this program—really good comedy—family cast excellent, lines quick and spontaneous, clean. I can't imagine a better show and hope it continues as well as it began."

Good- "It showed the fun a family can have together. A lot of openess and respect found in this show, values that many people need to acquire. Gives reasons and purpose as to why a family should try to get along.

Camera shots are clear and follows the actors as they move, making it real." "I liked the warmness expressed. Characters were not loud and obnoxious; children were typical kids, even though the family background was not typical for a black family (i.e., both parents college educated)." "Shows blacks are regular people, have same problems, same reactions, same solutions." "Values displayed were universal." "Very typical family with problems common to all of us." "Great show full of Cosby's wit. His relationship with his family is warm yet the role of Father is once again in its proper place as head of the family." "Refreshing to see a sit-com with good jokes." "The other characters were all right as far as they went, but Bill Cosby really carried the show. Some of his material could be called vulgar, but at least it's interesting. If I do watch it again, it will mostly be for Cosby himself." "Serious conflicts do not arise in Cosby's television 'family,' preventing reality from being depicted and creating a non-existent ideal family. If the show utilized Cosby's comic ability in dealing with realistic situations, then the show would have more impact."

YOUTH

Exc.- "The show relates to everyday family and the problems are that of a normal family." "I love this show. It expresses all of happiness and all of sadness in the world today and makes it funny." "I loved this show because it was about a family and I could identify with the characters." "One of the funniest shows I've ever seen. Realistic." "Most of the story lines have happened to me. They're real life instances." "Fresh, new kind of comedy. I especially love the little girl." "I like how it makes fun of things that happen daily but we never seem to notice them." "Reminds me of things which happen at my house." "It makes our family problems funny and less severe." "Plots are realistic." "I am comfortable seeing it with my family." "This show is a hit in my opinion."

"It expressed good family values, and portrays black family life in a way that it has not been portrayed very often." "I like this show because you can learn alot. Behind this show it is trying to tell you something about yourself, parents or maybe your friends."

"One of the few shows in which I find myself laughing outloud." "Kept me laughing the entire time." "Bill Cosby is fun to watch and makes you laugh and cheers you up." "Puts me in a good mood. It's a good show for kids." "Acting was excellent, and the diologue was humerous and clever."

"I have always enjoyed Bill Cosby because he has the ability to entertain both children and adults. His various problems in raising his children provide hilarious but touching moments which are rarely seen on television today. [It] is pure and simple: it shows a man, his wife, and their children as a close-knit, loving family." "Bill Cosby has an interesting view on life and unique ways of dealing with everyday problems."

"Characters are funny and interesting. The situations are fun and always different in every show. I have a large family too and I can relate to there situations. Excellent show!" "The humor is in good taste." "It was a show you could sit down in your favorite chair and watch."

Good- "I enjoyed the humor that arised from normal situations." "When I feel blue it makes me feel good and makes me laugh." "Some things that happen on it also happen to me." "I wish the background wasn't always their house, but I know that's really expensive to change the background. I hope this show continues because it makes me laugh." "Bill Cosby is one of my favorite performers." "If you're looking for something to cheer you up the Cosby Show is the one to watch."

DALLAS

	Exc.	Good	Fair	Poor	Total	Score
Adults	11	18	5	1	35	3.11
Youth	12	13	9	17	51	2.39
Total	23	31	14	18	86	2.69

ADULTS

Exc.- "[Excellent] quality of scriptwriting, caliber of stars, music/dialogue: good use of editing, entertainment, but believable." "The excitement and the action are the main reasons I watch. Characters are everything from sweet to bitchy and that is what makes it good." "I love the characters and their great acting, especially J.R." "I like to watch J.R. and his cunning ways. I like the other characters, clothes and extravagant ways. I like the time slot." "Story lines were very 'spicey' and this keeps my interest. You can never figure what is going to happen in the next scene." "Exciting and intriguing. Kept me in suspense."

Good- "I can't help it! I enjoy keeping up with the Ewings and all of their problems. It makes me glad I'm not rich." "Interests me because of the struggle for power and wealth." "Action packed, suspenseful and entertaining. Viewers get a glimpse of the lives of the rich." "Kept me on the edge of my seat." "Usually well-written." "I am a regular watcher more out of curiosity [about] familiar characters than interest in the quality of the show or [acting] performances." "The characters in this show either hate each other or are in love with each other." "Trashy, [but] as adult TV fare I find it entertaining. My not believing people live and behave this way makes me think of this as a fantasy rather than real-life drama." "The women on this show don't have very important jobs. They are used for sexual favors or else used to be 'nice' to someone to get information out of them" [f, MN]. "The morals portrayed go against my own but overall the show is entertaining." "Quality scripts, acting; realistic story lines for about 5% of the general population." "Pure entertainment—nothing like real life (thank goodness)."

Fair- "Self-centered, humanistic program, not a good influence on society or me and my family." "I prefer not to have this type of show on at family viewing times—morally corrupt!" "Plot and scenery interesting but too much sex and changing of marital partners."

Poor- "The unreality of the family situations and relationships is mind-bending. Women are often used in revengeful relationships and often appear stupid or at best naive" [f, NY].

YOUTH

Exc. "It gave excitement, adventure, sadness, joy and terror all in one. THIS SHOW IS MY FAVORITE!!" "I like this program because the characters sling dirt at each other constantly." "I like it because of the learning about the oil business." "It's fun to watch J.R. He's mean and nasty." "I love this show because of the actors and actresses and there characters they play." Keeps me alert during the whole program."

Good- "I like this program because it has a lot of sneeky suspense." "It give you a interesting mystery." "There is always action occuring." "It let's me get away from everyday life. A sense of escape." "The setting is perfect." "I like it to see how rich people live."

Fair- "The characters are selfish and greedy. All they think about is sex and they use bad language." "It made me laugh. There are no middle class people. All the women are beautiful and all the men suave. Pure junk." "Stupid." "Too much cheating and lieing going on." "Has way too much fighting. It doesn't seem like real life."

Poor- "They have to much violence and it kills too many people. It has stuck up people." "It does not make sense." "It's a bad influence on little kids who watch it." "All they do is steal, cheat, lie, and scream at each other." "Has too much sex and has nasty characters. They always show people drinking all the time. They don't show people caring about each other, their always sneaking behind someone's back. Not like real life."

DIFF'RENT STROKES

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	12	5	0	22	3.00
Youth	32	14	3	0	49	3.59
Total	37	26	8	0	71	3.41

ADULTS

Exc.- "It entertains, but at the same time it teaches a lesson." "Although it is not an average family, its good moral values reflect those of the average American family. I admire their courage in presenting anti-drug programs." "Gary Coleman and Todd Bridges are fine young actors." "Special effects were great. The story was full of intrigue. Portrays a family in a situation that could really happen. Covered current problems."

Good- "A very entertaining, light-hearted enjoyable show." "It teaches children problems of life and how to solve them in the right way. It does not have profanity. Therefore I allow my children to watch it." "I like shows that deal with reality." "It had a good story about handicapped people." "Gary Coleman's personality adds spark and wit to the show. Adoption, one-parent families, and interracial families are acknowledged. It sends a positive message out that these types of family situations can work out successfully."

Fair- "Not very challenging. Wasn't really even funny. The sets, etc., were poor. On the whole it was thirty minutes of pure fluff." "Coleman is more important in the show than he should be." "Unrealistic. Showed children acting in bad ways and in getting even. It did go on to show some remorse on their part, but overall was just OK—nothing special." "Technically terrible! It looked very fake! I disagreed with the attitudes that it showed, i.e., keep doing something after you know its wrong!"

YOUTH

Exc.- "I liked this program because of its humor and feeling of love you seldom see in a television show." "I like this show because it makes me laugh and there is always a lesson to be learned." "It taught a good lesson: Don't do drugs because they can really hurt you. Also showed sometimes you should put your personal feelings aside to help someone else." "It makes me happy when people help each other. Has a lot to show of people and how the family works." "[I liked it for] the fact of unity. The way the playwrighter establish the point that we should live together no matter what race, is remarkable. This program shows that 'love is blind.' Teaches us to let color only be skin deep not heart deep." "It shows how blacks and white people can get along and even live together." "It does not talk about sex and that kind of stuff."

"Fun to watch. Even if you are alone it can put many smiles on your face." "Good entertainment for everyone. A learning experience. Very different every episode."

"The characters have a variety of talents. Appeals to people of all ages." "I like the characters. They make the show very funny." "I like to see Arnold acting." "Well-written and the actors did a great job."

"Shows practical things that happen in everyday life. People think that things that happen to them and their problems aren't normal but shows like **Diff'rent Strokes** proves that things that seem abnormal aren't!"

Good- "Arnold solves his problems in a good way." "I liked this show because it is funny and serious at the same time. It also shows that not everyone is a bigget." "The topic, drugs in schools, was interesting. At times a little outlandish." "It shows things that can happen in real life with a sense of humor." "It's dealing with teenagers--people my age." "An escapism type of programing." "Presents a good lesson and adds humor."

Fair- "Gary Coleman is a very good actor. But this show needs to be on a different day." "In the beginning this show was good but know Arnold is getting to old. They have gone down hill."

DREAMS

	Exc.	Good	Fair	Poor	Total	Score
Adults	0	0	1	0	1	2.00
Youth	16	6	1	1	24	3.54
Total	16	6	2	1	25	3.48

ADULTS

Fair- "I like the different characters, but actually there is not an interesting or even good plot. The half an hour passes and nothing has really happened."

YOUTH

Exc.- "Shows how teenage life is. They are trying to get a band together and I like to listen to the music. I think John Stanos is so cute." "I just find the show fun to watch." "It could happen in real life. It shows how kids are growing up. It shows the good and bad times of life, and people working together, and I think that all of these are very important." "[Shows] that kids can earn a living, too." "Funny and wild. "Acting was excellent." "It has ultimate fine guys." "I really like the actors. It doesn't have dirty language." "Good music."

Good- "Parts of it make me laugh and parts of it are serious." "It's funny and has pretty good music."

Fair- "I really liked the singing part. But, at other parts it really dragged and it was hard to understand what was going on."

Poor- "This is supposed to be a comedy show. Hah! There is no comedy in it! The jokes are not funny. They transfer from comedy to seriousness and the transition is shakey. I hate how they add fake laughter. They put John Stamos in just for his looks, he can't act at all. They might improve if they get better actors and a better script."

DUKES OF HAZZARD

	Exc.	Good	Fair	Poor	Total	Score
Adults	0	0	0	2	2	1.00
Youth	0	6	16	38	60	1.47
Total	0	6	16	40	62	1.45

ADULTS

Poor- "I watched because my 3-year-old son wanted to. It fits his level much more than mine. Silly, but not funny! Poor jobs of stereotyping." "A runaway from reality—a non-animated cartoon! Boring, dumb."

YOUTH

Good- "I liked the stunts, car jumps, etc." "I love to see the Duke family fight the system (the law)." "I like it cause the Dukes are wild and crazy." "I didn't like the multitude of car scenes. Dialogue was good, though. Plot was a little 'off-the-wall,' but the writers must be running out of ideas by this time, having been on for so many seasons." "Fun to watch."

Fair- "It really does not agree with the present or future. Would recommend it to a child, but not to someone 12 years or up." "All the shows seem to be alike." "To many fake acts, too ridiculous. They usually have reruns and some parts are just plain stupid." "They used to be good and funny but now their boring. You always know what's going to happen. There all sick jokes." "You can see the backround moving instead of the car and it looks real fakey. They have a pretty good relationship between their family." "Background senery isn't good at all." "It is for kids and a car cannot jump over a river, its really fakey." "Stupid. There is to much violence. Chase scenes are fake." "It's funny." "Not exciting at all." "Very unrealistic and the characters don't do anything." "I think this show has been on the air for too many years, and it's plot is worn out."

Poor- "An insult to one's intelligence. Virtually no plot. Every episode is the same as every other one. An unrealistic picture of rural Southern life depicted by a show that is one of the worst offered by television today. (m, LA)" "All it is, is a bunch of people running around looking like they got their heads chopped off. More for young children than for older people." "Fast cars and silly characters don't impress me." "The Dukes always win. Only a fool would watch it!!!" "Predictable." "Dumb. Fakey." "Superly disguistingly stupid and dumb."

"They sometimes give younger children bad ideas." "Shows young children that violence is fun, funny and doesn't cause pain and suffering. Just shows the law is something to ignore and make fun of." "Gives younger kids a sense that it is fun and grown up to drive like they do. Every show there is crooked people taking advantage of the good guys." "Has bad values! Catherine Bach runs around in shorts and a top that are way to skimpy! The set is fakey. Little kids are going to start thinking that policemen are dumb and if you break the law it's OK!!"

"None of the things are true to life." "They jump over a dry river bed and don't even get hurt." "Technical quality is so poor." "It is so fakey and worst part is it is so obvious." "Keeps switching scenes and it's hard to keep track of. The actors are old-fashioned." "It's an old type of program. It's the bad guys after the good guys."

"The characters are horrible. The car sceens are very sick. Cars cannot fly threw the air like birds. This show should be taken off the air."

DYNASTY

	Exc.	Good	Fair	Poor	Total	Score
Adults	23	30	9	4	66	3.09
Youth	34	17	8	4	63	3.28
Total	57	47	17	8	129	3.19

ADULTS

Exc.- "Dynasty is probably the best Soap Opera I have ever seen." "There's always something to look forward to on the next show. Never the same thing going on every show. Although some of the morals I don't agree with I still like this show and watch it every week." "Drama and suspense. Encourages consistant watching and initiates ideas to the plot." "Every show gives an excellent cliff hanger at the end that makes you have to watch it again. I have watched it so long that I feel involved." "Filled with action and suspence. One of those shows you get addicted too. I can't wait to see if Alexis is found guilty of murder or if cute Adam gets her off the hook."

"A show which deals with power. I like to dream of wealth and power." "Dealing with power and money and because of that I find it more fascinating."

"Besides the acting being good, I love to watch the clothes, jewelry, cars and the glamorous way they live." "The characters are bigger than life." "It is very dramatic and there are many pretty ladies on it."

"Portrays the drama in the rich man's business and family life." "Fun to laugh with and at. Some plots and episodes defy possibility yet they are still enjoyable to watch."

Good- "It allows me to escape reality. Thrilling plot and suspense filled." "I like escapist programing after a busy office day." "Interesting to see the other side of how the 'glitsy' people live." "I like the program because it is far away from 'my reality.'" "Keeps the viewer on the edge of their seat." "I cannot remember a line any of the characters had to say, but I could tell you what the women wore. As I rarely watch the program, I must say that I was lost. It would help if each show were made more independent" [m]. "[I enjoy] a continuing plot and the sense of family portrayed by the Carringtons. The background music is very appropriate." "This is the kind of show where once a week just isn't enough." "I have watched the program for about 3 years, along with my family, and we really like it." "I do admit the show has gotten worse, but I watch it for fashion, hair and habit now." "A show that one would 'pretend' with. There is no real value to the show however." "Like watching a 'dream' show. Enables the viewer to dream about the wealth he would like to enjoy. At times it was a little unrealistic and overdone which was why it did not receive an excellent rating." "Most people like to fantasize about wealth and power and this is our way of doing it. **Dynasty** deals with a great deal of social situations and concerns and it is not always predictable."

Fair- "Although high in the ratings, [it] is lacking in my opinion because of my own personal interests and tastes. This program and other nighttime soap operas have more characters than plot lines for the characters. The reason seems to be that producers want enough of a variety of characters in order for [viewers] to have at least someone they can associate with or identify with. I found this show highly unbelievable and have little interest in the ficticious problems of the rich." "The show substitutes glitter for substance." "Too glitzy, too phoney and too hard to relate to." "The only values the show thought important were material ones." "People who criticize TV for too much sex and violence should start attacking day and night time soaps. What a waste of time. But look at those ratings."

Poor- "Presents the American society in a total false light." "The plot is jumpy. They skip scenes." "Story is totally unbelievable. Characters have less common sense and logic than most 12 year olds. Has a 'cartoon' quality." "Main objective is to give viewers a vicarious experience of being part of wealth and power and many of the activities, sex, violence, lying, cheating, wheeling and dealing that people might not do to such a blatant extent in their own lives. I personally do not need this type of vicarious experience so I find the program boring, repetitious and unrealistic."

YOUTH

Exc.- "An 'escape,' the lives people live are so extravagent and all the people in it are so good looking--what more do you need." "It's interesting to see how some rich people have so many problems and how having alot of money seems to interfere with and cause some of their problems." "Keeps you in suspense, and the values in the show are of very high quality, too high for me so at least I can watch how the 'rich' assosiate with each other." "I like it when the Carringtons fude with the Colbys." "Action packed, excitment. You put yourself into the positions of the characters." "I love the way it keeps you hanging from one episode to the next." Protray the filty rich. This is a show of vulgar language and a great plot, setting, and it is greatly dramatized." "The situations are so much like everyday problems that really happen." "Has many exquiset traits such as dressing, lifestyles, power, the kinds of people, which all make this a good show." "The outrageous plots really kept me on edge." "You are always left in suspense after every commercial. That's why I like it." "I very much enjoy the satisfaction of seeing the bad guys get their just desserts."

Good- "I like its everchanging plots, characters, and actions. I think this show shows the actual life of the rich. Very well written and performed. I like [the] location shots in different countrys." "There are many stories wrapped into one major story. I do like that." "It was glamorous. All the beautiful women walking all over the gorgeous guys." "Very enjoyable, especially 'bitchy' characters." "It is so unreal that it is funny. Really puts you on the edge of your seat. Makes you want to watch it again because of the way it ends right in the middle of a good part." "A typical soap--unreal--many problems and unreal solutions." "I abhor **Dynasty** for the very reason that it promotes sex and violence. For some **Dynasty** and other shows like it is the closest thing to participating in the real thing."

Fair- "Deals with trash. All it is is sex and wealth (power). It seems that the producers are telling us that life is nothing unless you have a lot of money and that's not true. They are showing us fantasy, not reality." "The values expressed on the show don't agree with me completely. Boring." "It's silly." "It is old and I am sick of watching it." "One good thing about the characters was they were very good actors even though thier parts were dumb."

Poor- "Their is to much fighting and nobody cares about anyone else but themselves and how powerful and rich they can be." "Characters are worst actors and actresses, too much happens in one episode to follow." "Doesn't get a good message across to people watching."

E/R

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	5	5	3	16	2.50
Youth	3	1	3	1	8	2.75
Total	6	6	8	4	24	2.58

ADULTS

Exc.- "A lot of real life situations. Along with their seriousness they also have a lot of comedy. The actors and actresses deserve recognition for a job well done." "It has Elliott Gould and he is funny."

Good- "A different kind of hospital show with comedy—reality of illness [is] not always happy." "I liked the underplayed humor that relied on the oddities of human behavior." "Tries to combine witty one-liners with blood-and-guts emergency-room surgery. **M*A*S*H** did it better. **E/R** looks too slick to really bring out the drama of surgery."

Fair- "Medical scenes very 'fake'. Lacks that mix of realism and comedy that a show like **M*A*S*H** acheived for so long." "Overdone, too silly." "I volunteer in a hospital and this program really was how 'sloppy' Emergency Room patients are handled—and that's NOT TRUE." "There certainly was a variety of races included, perhaps a bit too obviously. Laugh tracks are an insult to the intelligent audience."

Poor- "No plot. Moreover, the actors can not act. It stinks!" "Terrible acting by Elliott Gould. He can do better. No subtlety at all! One bright spot: Conchata Farrell! She is consistently good, not a ham. Someone you might know. Good comedic talents! But even she can't save this one."

YOUTH

Exc.- "If you stop listening for just one minute you'll miss a punch line."

Good- "Elliot Gould does a really good job sparking the comedy in this show. I think a hospital is a classic situation for a comedy."

Fair- "Shows about hospitals and doctors should be dramas. They're acting like it's not serious, but on **St. Elsewhere** and **Trapper John, M.D.** it's more like the real thing." "It isn't funny and it doesn't have any common sense. Its a mockery of the medical feild, which I don't think is very nice." "This program has no plot to it. It doesn't make any sense."

FACTS OF LIFE

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	2	0	0	7	3.71
Youth	27	11	1	0	39	3.67
Total	32	13	1	0	46	3.67

ADULTS

Exc.- "Unlike many shows this season, **Facts of Life** didn't get lazy. The characters are still more or less themselves, and the humor comes from the characters instead of stupid, contrived plotlines." "A very worthwhile program. Deals with everyday situations that arise in everyone's life and how they are resolved. Ideal program especially for preteens and early teen years." "I can relate to it, being a student."

Good- "Good family fare, with emphasis on teen-age problems. It was good there was no clear-cut answer—leaving the watcher to make his own decision." "An hysterical portrayal of teenagers that is easy to relate to. The young actresses are very spontaneous and sincere. They successfully present the common teen joys and heartaches with a very humanistic touch of comedy."

YOUTH

[Note: All but three of the 27 "excellent" ratings and 2 of the "good" ones were from females.]

Exc.- "Has a lot to do with kids today growing up." "Reminds me of certain incidents people in my grade and me have experienced. It's fun to watch with lots of funny lines and scenes yet I learn a new lesson every time I watch it. Makes life look fun even if something is going wrong. And it's fun and interesting to watch girls experiencing funny and sad different situations." "Shows 5 teenage girls in a variety of situations. But they always seem to depend on each other. They show the meaning of friendship." "Has a lot of good humor. Their values agree with mine." "The actors make the show seem so real, but yet funny. Each girl has a different background." "A lot of the issues and problems are the same that my friends and I deal with. Very entertaining and I hope it stays on the air." "I like the show much better now that the girls have grown up."

Good- "A pretty good show. The actresses are believable as they portray high school and college students. It has no violence and it is very entertaining. Most importantly it gives valuable lessons to real and common problems teenagers face." "It's very educational to the young people that think thier in-love and know all they need to know." "I laugh a lot when I watch it." "Shows a homey feeling." "It teaches you alot about growing up."

FALL GUY

	Exc.	Good	Fair	Poor	Total	Score
Adults	1	4	2	3	10	2.30
Youth	7	7	2	1	17	3.18
Total	8	11	4	4	27	2.85

ADULTS

Exc.- "Has good scenes, stunts, girls, and cars. Good mystery and solution."

Good- "Exciting, fast paced and lively. There was music sang between exciting scenes when words were not spoken due to loud noises from the scene. Did a good job in showing a man who can controll his anger instead of just killing people uncontrollably." "I don't care that much for action shows. I'd rather have a good story. My husband loves action."

Fair- "This show is short on believable plots and long on fights, cars flying thru the air, crashes, etc. I imagine it is meant to appeal to youngsters, but I wouldn't want my child to watch it. The characters of Colt and Howie are honest and appealing, which I consider one of the show's pluses."

Poor- "Typical of the thriller-action genre that exploit physical sensationalism to pathetic extremes. The flat, childish characterizations, the endless and boring car chases, and macho strutting are typical of the programs such as **The A-Team**. These programs are utterly lacking in credibility." "Rotten, Rotten, to 'inspire' young people. It really upset me." "I wouldn't watch this program if my children weren't interested in it. I try to discourage them from watching this. Amazingly no one ever gets injured in these crashes and stunts. Very misleading to children. The female character "Jody" has no purpose but to parade around in skimpy and/or tight costumes" [f].

YOUTH

[Note: The responses to "Type of Program" on the evaluation form included: "Action, Adventure, Fast moving," "Action," "Drama," "Violence," and "Comedy."]

Exc.- "Filled with many action-packed scenes and still have a very good story behind it." "I like how he jumps out of plans, cars, and jumps out of trucks." "I just love the Fall Guy [and] his 4x4 truck."

Good- "It had an interesting plot and I like the actors." "It is action packed." "Its not totally unrealistic."

Fair- "I disliked it because it wasn't realistic. They men always get the ladies. There is also to much fakeness in it" [f].

Poor- "Has to be one of the most boring shows on T.V. It is the exact same every week. It is so fakey, you can tell there never really going anywhere. It is especially bad when they try to show them riding horses, because the background never looks real. One of the characters also thinks she is so neat and is always flaunting her body" [f].

FAME

	Exc.	Good	Fair	Poor	Total	Score
Adults	4	1	0	0	5	3.80
Youth	13	2	0	0	15	3.87
Total	17	3	0	0	20	3.85

ADULTS

Exc.- "Realistic. Shows how today's teens cope with problems." "The situation was innovative. There are too many things I liked about the show for me to mention them all. The important thing is, no one could accuse this show of being cliched." "Relevant to today. Entertaining, but presents values for todays young people." "I really look forward to seeing the grand finale production that is in each show. I like my kids to see the talent of young adults."

Good- "It doesn't express correct values. Portrays love as being all physical."

YOUTH

[Note: All but three of the respondents were females.]

Exc.- "My favorite program because I really enjoy the actors, characters they play, and the values they bring out. The characters deal with everyday problems. The show is a really great one and please continue it! Good Job!!" "I have always wanted to learn to dance and this show portrays the beauty and talent of the people that dance. Always has a good story behind it and it's straight forward so peple of all ages could understand." "I loved it! I have taken 10 years of dance and I can appreciate the talent that the cast shows every week. The plots are so realistic. The hour it's on seems to go by so fast." "I love to dance and it shows me new steps." "The program has movement. The characters seem close to each other when they are playing their part." "Fame has a professional feeling to it." "It makes me feel like dancing and feel energetic. It almost makes me excited for school." "Not your everyday teenagers. These kids are different than others. They have excellent talents in the arts." "Shows that even though there are problems in schools they can be worked out if everyone pitches in." "Each show tries to present a different issue or conflict that occurs in everyday life, such as pregnancy, drugs, money, etc. The acting is sensational and the music and dance is great. An all around good show."

Good- "The values expressed agreed with what I would feel in the same situation."

FAMILY TIES

	Exc.	Good	Fair	Poor	Total	Score
Adults	11	5	1	2	19	3.32
Youth	31	12	3	0	46	3.61
Total	42	17	4	2	65	3.52

ADULTS

Exc.- "Like **The Cosby Show**, this series is part of NBC's Thursday night lineup that keeps the other networks well behind in the race. **Family Ties** is an extremely well written show while the acting is every bit as good as the script. A fine show overall and the kind that can make a cable subscriber like myself turn back to the networks and NBC's Thursday night lineup." "I liked this show because of the same reasons of **The Cosby Show.** Wonderful entertainment. The whole family can watch and identify with. We have needed these kind of programs on the air a long time." "I think this show expresses the emotions that a lot of family members go through." "It's funny and depicts people more like myself and my family. The characters are not all sleezebags like in most of the nightime shows." "The situations and dialogue are realistically humorous."

Good- "Simple, even 'corny' at times, but for light entertainment it fills the bill. Portrays family problems with happy solutions achieved in humorous ways." "I basically was watching because my kids were, but it got my attention. I thoroughly enjoyed the witty humor and the story line." "More plot could prove to be beneficial. With a little work, it could become one of the best shows since **Cheers**. I'm glad to see such fine programming at NBC." "The season premiere was kind of a disappointment. There seemed to be more emphasis on cheap laughs. Mallory was played too dumb and Alex's self-centeredness was reaching the point of overkill. The following week's episode was better in about every way, and my final ratings reflect this. The show can still be intelligent when it wants to be."

Poor- "Stupid is the name for this effort. Poor writing and the acting is terrible. No redeeming value. Unrealistic kids. One of the worst shows I have ever seen. Only **One Day at a Time** was worse." "The adults act like kids and the kids are to 'cutsie.' The kids talk 'down' to the parents and the parents act dumb." "This show has its moments. Some shoddy writing with the characters not presented in a good manner."

YOUTH

Exc. "I greatly liked its humor and relation to normal American households. Alex Keaton is very funny as an intelligent teenager who feels his own opinion is always the correct one. The Keaton family is a typical American family with familiar family problems such as Mallory, Alex's sister, getting poor grades and Alex placing tremendous pressure on himself to perform to his potential." "It deals with teenage kids--like me. I like to see how the family on TV differs or is similar to my family." "It shows a family that works together." "I like Alex, he's very funny. Mallory is an airhead--just like me." "It is so funny I fell on the floor laughing." "It's a good show for kids." "I learn from the kids on the show and it helps me in the decisions with my problems I have." "Contains alot of solid and good values. Acting is superb and the characters are fabulous." "Michael J. Fox is on the show. He is very cute." "Actors great, except for times when Michael Gross overdoes his comedic lines. Mallory is a little too stupid sometimes." "The plot is always unique from other Sit-Comedies. Alex Keaton really performs well and makes the show work." "I think the family members stress school work to much quite unlike my family. Education is important but so are a lot of other things." "I feel it is the best NBC show (besides football) and should continue. Keep this show and you're ratings will be sky high! Please give my thanks to whoever thought of the program."

Good- "This show makes me laugh alot. The family shows they care very much for each other. It seems like they are a real family because brother and sisters make jokes about each [other] just like in real life." "It shows you what to do when you have a problem." [I like] the acter playing Alex and he is funny when he tries to act like an adult." "I enjoyed the humor that arises from the stero type roles of the characters and what is expected of them."

Fair- "The show itself was not excellent but I could relate to it because it dealt with situations that people in my age group are often faced with. It seemed to be targetted toward younger people. It was fair, but did not stand out in my mind as an exceptional show." "It has a really dumb plot most of the time. The boy that plays Alex makes me hate him because he is always low-rating his sister's and his mother. He doesn't like anything."

HIGHWAY TO HEAVEN

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	6	2	0	23	3.56
Youth	3	0	0	0	3	4.00
Total	18	6	2	0	26	3.62

ADULTS

Exc.- "Shows religious and moral values through fantasy. A delightful change from violence and police shows." "Another heart-warming Michael Landon production!! Creatively written and produced, and is not only entertaining, but is provocative in its moral aspect. Reflects love and concern for other people instead of the common envy, hatred, and violence that seems so commonly portrayed today." "Michael Landon and Victor French, as always, work well together. May be a bit too heavy for some viewers. In my opinion, the show rates four stars." "Michael Landon is a very talented writer, director and actor." "Story was an emotional one and sad, but I still like the idea of one person here on earth that cares about others." "Every story is very heartwarming and gives us something to think about. Our family really enjoys watching this together." "I like the idea that 'good' surpasses evil in this show. I especially like the music." "Good writing eliminates vulgar language and violence. Also presents sense of humor." "Wholesome family entertainment—representative of REAL family life. Funny at times, deals with typical personal and family problems." "I'm [always] moved emotionally by the feeling expressed through the various situations."

Good- "I liked having no nude couples in bed, no killing, the supernatural fantasy with a light touch. The bad guys got their rewards. Values lifted up: need for a parent to spend time with the child, negative on cigarettes, concern for animals, fake and genuine ideas of 'success,' negative on racial prejudice. Romantic fluff a relief." "A bit contrived. A simplistic, easy to predict, always a happy ending show." "Kind of sappy, but different locations and people make it more interesting. The angel idea is kind of hoaky. Maybe a well off, good samaritan would be more realistic." "Some things were corny but sweet." "Interesting story line, but I have seen better."

Fair- "Michael Landon's character—Angel-At-Large (so to speak)— is another version of the stereotypical 'good' person who does what he's supposed to and doesn't have very much fun. The music was overdone." "Disappointed in trite dialogue for Helen Hayes. Liked subsequent shows better. I feel they are improving."

YOUTH

Exc.- "I love the values, plots, stories, action, and actors. I simply love the show." "People try to help other people."

HILL STREET BLUES

	Exc.	Good	Fair	Poor	Total	Score
Adults	23	6	2	0	31	3.68
Youth	21	8	1	2	32	3.50
Total	44	14	3	2	63	3.59

but most of it was too serious and almost reached a breaking point." "People where easy to relate to. Good acting, fine diolog. Very easy to follow the plot." "Well done, always interesting." "It dealed with real life situations but I really wasn't interested."

Poor- "I think it is dumb." "Thier is so much violence. I would not recommend this show to children or anyone."

IT'S YOUR MOVE

	Exc.	Good	Fair	Poor	Total	Score
Adults	1	3	1	2	7	2.43
Youth	21	4	1	3	29	3.48
Total	22	7	2	5	36	3.28

ADULTS

Exc.- "It really made me laugh. The acting was good."

Good- "Laugh track really annoying on this one. The young actor is quite good. Young people's vulnerable feelings were quite touching. Show is shallow and I wouldn't care to see it often." "Too 'cute' and that could get it killed. Shows a kid being underhanded and playing dirty, which could be a bad impression on young viewers." "Excellent comedy."

Fair- "The young man depicted was inconsiderate, scheming, and selfish—not a good model for youthful viewers."

Poor- "Smart-ass pre-teens are a pain—even for sitcom! This show is very sick!" "In this episode the boy was stealing answers to school tests and selling them, all in the name of comedy. He lied, stole, totally destroyed a teacher's apartment—and this was supposed to be funny?! I did not feel the final point, that this was unacceptable behavior, was made strongly enough. I would not allow my children to watch this show." "I think this is the worst program on TV. Everyone is abnormly self-centered and uncaring towards others."

YOUTH

Exc.- [Note: Every respondent in this group commented that the show is "funny."] "I like how Matt does all these tricks on Norman and his mother never finds out." "The action and conning that goes on between Jason and Norm is very clever. However, it is basically the same storyline each week. It gets a little tiring. I still enjoy the show because of its cleverness." "The characters are different. Has good stories." "Funny, makes sense, good looking girls" [m, WI]. "A funny show relating to my age group." "The one thing I don't like is that it reminded me of a lot of the Beaver reruns."

Good- "I like how the kid and his neighbor are always fighting and playing dirty tricks on each other." "Down to earth." "Good acting."

Fair- "Stupid show. I don't like that boy because he always got some stupid scheme and its really not funny at all. I think its sick." "

Poor- "I disliked the attitude in the characters. They always try to beat each other in their actions and what they said." "It was very silly and didn't have no understanding."

THE JEFFERSONS

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	3	0	1	9	3.33
Youth	19	19	3	1	42	3.33
Total	24	22	3	2	51	3.33

ADULTS

Exc.- "The show's success stems from its unpredictability--ranges from powerful dramatic scenes to very ironically funny scenes. Revolves around a group of characters as opposed to a series of events that have to be dealt with by the hero. Because the stress is placed more on common human interaction the show is more intensely human and realistic. Each show builds upon the last show. Has that knack that when a person dies on the show, whether it be good-guy, victom, or criminal, it is shocking--which is the way it should be." "May be considered a 'night time soap opera' [because] it follows the characters and their roles from week to week. But there are no glamorous clothes or frivolous storylines. Acting scenes are done skillfully and so excitingly that they look authentic and professional. A must if you are looking for good storylines to accompany great acting talents." "Portrays the real-life situation of police work. Too often, any show will tend to glamorize a person, occupation, or ideal." "Deals with real problems of crime and our legal system with sensitivity, humor and seriousness." "Characters have different personalities and beliefs just as real people do in real life." "The characters are human. The women are intelligent and successful in their careers. There's enough humor to balance the incredible brutality of their lives. Some scenes are so poignant." "I would never let my kids watch this show! They don't exploit women by showing lots of flesh or keeping them as 2nd class citizens. Women are treated with respect and have intelligent roles. The only show that I never miss" [f]. "The one fault I do find is that there is not equal division of roles. It is obvious that both women and minorities are given less roles and do not play as much of an important part" [f, MN]. "Even though there are many characters, they all have well-developed personalities." "Shows a down to earth side of the cast." "Not you're typical police 'good guy, bad guy' story. Lots of action." "Both strengths and weaknesses are portrayed. Adult drama." "This show was fresh and exciting when first telecast, but needs a change in direction. It is becoming predictable." "As long as the show maintains the high quality it has now, it should also continue to get the gold statues." "The only show I hate to miss. Cops are people, too—some good, some bad. Question authority!"

Good- "Just doesn't appeal to my taste. There is too much violence and heroism in police stories." "I would not recommend a family programming, but it is okay for most adults." "I am disgusted at NBC's tendency to make Lt. Hunter a figure of ridicule all the time, for no other reason (so I feel) than that he is white, male, English-speaking, a military veteran and an American citizen. When Michael Conrad died earlier this year I believed the show would lose something--and I was right. No other actor can play the role of Sgt. Esterhaus--and no other actor should ever try." "Starting to rest on its laurels. The new desk sergeant came across as a feeble successor to Esterhaus, or even Lucy Bates. Furillo's new love interest is too much like what you could find on any prime-time soap opera. Since the premier the show has gotten more sensible. Hill Street does not turn gunplay into a video game like some shows."

Fair- "Quite violent—the story doesn't always come together. Has a lot of crude talk and crazy things."

YOUTH

Exc.- "An exceptional show. One of my favorites. Touching and funny." "Easy to pick up and stay interested but not be a regular viewer." "Excellent drama, always easy to get into this show." "Appeals to me because of the violence and the reality of the police men/women lives." "Doesn't drag on. Has good meaning and is very exciting." "Gives a feeling that police are people to. True to life [and has] wit and ingenuity." "The problem or conflict isn't always resolved." "It makes you think and feel, unlike many shows today." "It touches the viewers heart each and every show."

Good- "I didn't like it because it was quite dramatic with small humorous bits in it. The humor was not very funny. The drama was so heavy that one wanted to laugh to break the tension between the actors. Had its moments,

ADULTS

Exc.- "Love the humor. 'George Jefferson' is an excellent actor." "I could place myself in similar situations. Really can make me laugh through the expressions, actions, and even the one-liners." "It shows a man that will do anything to help out him and his family."

Good- "Good, clean, light entertainment. Does not require a great deal of concentration." "The characters are ideal for the types of plots."

YOUTH

Exc.- "Good family show, believable characters, funny." "Deals with family life, business and education. Shows you how to meet and handle your problems." "A show of good values. Very funny." "Full of surprises." "When I turn the TV on I wish it was on all the time." "It makes me think about my parents and how they have moved up in life." "Rich black people are cool." "The plot when there is one is pretty stupid but I still enjoy the show for the comedy." "I like the silly things that George and Florence does on the show." "They work together good." "When you are feeling bad or sad, the humor will make you feel better."

Good- "A show of a man with no education making it in the world with white and rich people." "Funny. And it's a little to due with real life and money, having a job." "It shows and tells people especially black that you can do anything you want (be anything you want)." "The only thing I don't agree with Mr. Jefferson about is being prejudice against anyone." "A comedy show that you can relax to." "George and the live in Maid [are] funny. These two make the show. Good one liners by everyone." "Actors are very good, fairly realistic show." "Flourence has a great sense of humor!"

Fair- "Funny. Good acting." "Some of the episodes are good. But most are not."

Poor- "The show has run out of story ideas and wasn't good when there was a story." "Its hard to get into to liking. Doesn't interest me."

JESSIE

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	6	2	1	14	3.07
Youth	6	4	0	0	10	3.60
Total	11	10	2	1	24	3.29

ADULTS

Exc.- "Lindsay Wagner is one great actress—her facial expressions, her voice. Tony Lo Bianco is a good actor. Not to much violence. Great show." "I love the character. She is very real to life. Plays on emotions." "Makes excellent points concerning relationships/handling crisis."

Good- "I felt that the psychology used was too basic. It only scratched the surface of the problem. I would like for the problems to be worked on more deeply." "It focused on police counseling, which I believe is needed. I did not like all of the cars chasing around all of the time. The show was good enough without it." "I liked this very much [but] I'm sorry NBC sees the necessity for 'action' scenes, i.e. car chases, etc., every half hour. They should just stick to the 'people' stories." "It deals more with why a person commits a crime than with the crime itself. There was a little too much bad language and Lt. Ascali drives a car like the Dukes of Hazzard."

Fair- "It's an attempt to copy award-winning Hill Street Blues. To me it was copy-cat and a bore. But there wasn't undue violence and no real objections if it is your 'bag.'" "So boring and self-conscious that I barely saw it. The story and characters, especially Jessie, were totally unbelievable."

YOUTH
Exc.- "Gives a different way of showing a police show. It gives you the bad guys and the bad things they do but it also brings out the problems which the bad guy has [and] why they do what they do. Also enlightens you on how cops do make mistakes. Tells you that some people do bad things but that doesn't mean that the person is all bad." "It seems like a nice profession to be; criminal psychiatrist." "Portrays a woman who is very involved in her work and cares about the victims." "I love Lindsey Wagner in **Jessie**. She is a very good actress."

Good- "I like [it] because I've never seen a woman take so many chances with her life, she really seem to care about her pations, she gets deep down into them." "I really like watching Lindsay Wagner as much as when she was in **Bionic Woman**."

KATE AND ALLIE

	Exc.	Good	Fair	Poor	Total	Score
Adults	8	10	2	0	20	2.30
Youth	8	7	2	1	18	3.22
Total	16	17	4	1	38	3.26

[Note: Mostly females sent evaluations of this show. Only three adults and two youths were males.]

ADULTS
Exc.- "Acting was excellent and presented an honest look at two women who are close friends. Funny and believable." "Very entertaining, fun to watch." "Reflected sibling rivalry problems, then resolved them in a realistic way. Showed two divorcees who (I assume) for financial reasons share housing—a reality today." "I enjoy Jane Curtain. The show usually has a good and strong plot." "It simply hits home without glitter, high fashions and fancy words. The characters face everyday problems with competence and reason. Sometimes serious, sometimes light, always down to earth."

Good- "The use of a laughtrack is insulting to the viewer's intelligence, especially when such a funny person as Jane Curtin takes a leading role in the serial. The teenage characters are healthy and realistic role models for today's teens. Definitely a refreshing program." "Enjoyed the way the mothers related to their children in a realistic and humorous manner." "Technically poor though because they hardly showed any background scenery, just close, waist-up shots." "Its jokes are really funny, they don't rely on sex like some sit-coms. They seem like a real family." "This show is relatively sane as sitcoms go. The characters are about as sensible as can be expected, and they act like real mothers and children." "It didn't seem to have any 'hidden' meanings or messages so it was easy to enjoy. A 'simple' show—one an entire family could easily enjoy." "I think Susan St. James is a great actress."

Fair- "The characters were trivial and ordinary, with little creativity involved." "Pretty dumb. Relied on stupid jokes and one-liners. Maybe if I knew why they live together and who they are I would have enjoyed it more."

YOUTH
Exc.- "Funny and meaningful." "Not violent, [doesn't] look fake like most shows." "I like shows that are based in New York City. I like the actress and actors in it. Doesn't drag on." "Shows that women can live without a male having to make the money" [f, MN]. "A lot of humor bringing up children. I like it because it has a girl on there that looks exactly like me. Shows a lot of character."

Good- "Okay, but I didn't really relate to what was going on. I think this show, it relates to older people." "Shows how parents and kids can get feelings out in the open with humor." "I like all the people who play in the show."

Fair- "Wasn't really funny." "Was fair but not good enough [for me] to recommend it."

Poor- "A waste of time. It has no humor, no plot, and nothing funny about it" [m, LA].

KNIGHT RIDER

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	7	2	2	13	2.69
Youth	8	8	4	4	24	2.83
Total	10	15	6	6	37	2.78

ADULTS

Exc.- "Dramatic and holds your interest. An innovative program." "I like all of the adventure and Kitt is a neat car."

Good- "Acting is less than top quality. Special effects were good. Lacked statements on most values. Quite entertaining." "It's funny. I like the car (computer) and his friendship with Michael Knight." "The technology involved in the car is fascinating."

Fair- "As far as children's shows go, this one is okay." "Plot was unrealistic."

Poor- "Michael Knight always comes out ahead. Always!!! The acting ability of the actors and actresses make Kitt the talking car look like an academy award winning car. The show has no purpose and the storylines show it. A lot of unneccessary violence, action scenes not done very skillfully. A four year old can appreciate it." "This show is pathetic! Entirely unrealistic."

YOUTH

Exc.- "I like fast cars. I like computers. The car seems realistic for the future." "It may seem very unrealistic but there is always a story. The actor who plays Michael Knight does a very good job. I would love to know how the car KIT is arranged." "The CAR IS NEAT! Michael Knight would have been killed so many times!" "Very uniqe, different, funny, exciting!"

Good- "There is always action." "Excitement continues to build throughout the show." "Acting is pretty good, interesting plots, special effects with the car are done well." "Very good but not enough of what the people might want." "Good show for my little brother. And after a while I found it interesting myself."

Fair- "Seemed very chidish and it's so bad guys vs. good." "Same thing all the time."

Poor- "Sorta phony." "Unbelievable." "Unrealistic."

KNOTS LANDING

	Exc.	Good	Fair	Poor	Total	Score
Adults	6	8	1	0	15	3.33
Youth	25	7	1	3	36	3.50
Total	31	15	2	3	51	3.45

ADULTS

[Note: All but two adult respondents were female.]

Exc.- "The characters fit their parts very well. Not the same old thing every week. New characters are added often enough to keep the flow of the show but not to often in that you get confused." "Has a lot of dream-come-true situations." "I like Donna Mills, Michelle Lee and the other characters. Fast moving pace" [m, NC]. "Full of glamour, deceit and adventure."

Good- "I like its escapist qualities. I can become rapped up in [their] lives and completely forget about my own life for a while. Technical quality is good, and the settings are usually gorgeous, as are the characters and their wardrobes." "Although lifestyles of characters differs greatly from mine their situations are often something I can relate to in real life particularly dealing with teenagers. Well cast and well written!" "Story lines have a little more complexity and intellegence then your average soap" [m]. "Continuing suspense."

Fair- "Something that only girls would probably like."

YOUTH

[Six male youths responded here, giving two "excellent," one "good," and all three "poor" ratings.]

Exc.- "They make the viewer wait in suspense. I am hooked on this show. It's really good." "Realistic. It's a continuous act dealing with problems and difficult conflicts. If you look at it once you got to continue watching." "It's my night time soap opera. Never drags. The emotional problems [they] encounter make my life seem a whole lot better." "Since it is on weekly the characters develop." "It shows young adults what it can be like out in the world." "I like the characters." "Well planned plot. Acting is very good." "Michelle Lee is a very fine actress." "Characters are great except for Donna Mills. But in real life I know she's a Sweetheart."

Good- "Some of it is predictable but most of it is surprising." "None of the values agreed with mine. Actors and technical quality good." "Sometimes there is a little too much violence." "The action is continuous, and Michelle Lee is a bitch."

Fair- "I don't really like this show because everbody is going to bed with everbody else and no one is hardly ever happy."

Poor- "Doesn't have a plot and never ends. Worst actors and actrises I've ever seen. It goes on and on..." "Boring. I don't want to look at other people's private lives."

LOVE BOAT

	Exc.	Good	Fair	Poor	Total	Score
Adults	4	6	4	3	17	2.65
Youth	4	5	2	4	15	2.60
Total	8	11	6	7	32	2.62

ADULTS

[Only four males responded here, two rating it "excellent," two "good," one "fair," and one "poor."]

Exc.- "Entertaining. You visit different countries. Scenery is beautiful. Sometimes the storyline is good, other times some parts too much sex." "Very funny." "Very enjoyable." "I enjoy seeing the many stars."

Good- "Kept my interest, moved along at a fast pace. Enjoyed the actors." "Fun to watch. Story lines are different and the actors always vary. Enjoy the happy endings and pretty scenery." "Could teach valuable lessons to the viewers." "I didn't like that they continually portrayed sexual affairs as common and enjoyable."

Fair- "Very superficial and intellectually unstimulating. Slightly funny but most of the jokes and plots could have been understood by a two year old. More serious issues such as homosexuality were not fully developed. Appeals to the escapist side." "My grandmother recommended it and she watches it faithfully. I must say that it upholds the old fairy tale that all things turn out well in the end. This is a positive influence for any generation." "Has become boring. The Captain has slept with everybody, the Doctor has more long lost girl friends than anyone, the Cruise

Director has more marriage proposals than Liz Taylor. Some of the scenic shooting is very good, but it does not help some of the story lines. Quality is declining at a rapid rate." "Overdramatized. Too much sex."

Poor- "Light entertainment, often too light!" "Jokes are stilted and sophomoric. Relies to much on sex." "Terrible, unbelievable."

YOUTH

[Note: Only three males responded here, two rating it "good" and one "poor."]

Exc.- "I like to see the guess stars each week and the different places the boat travels to. It is a very good show that I would like to be a part of someday." "I like watching people fall in love." "It shows the life of a father who tries to bring up his daughter on the sea."

Good- "Tells unique, interesting stories. Scenery is exciting." "I liked this show because it looks, sounds, and feels like what would happen on a tropical cruise to Accapulco." "Full of romance." "I love watching the boat go across the water at night when the moon is shining on the water. My favorite character is Isaac--he is the coolest and funniest" [m, WI]. "It's Boreing" [m, WI].

Fair- "It's stereotype of romances. They always turn out good." "Not real."

Poor- "Fake. Mushy." "Jokes were unhumorous. Entirely unbelievable for so many people to fall in love at the same time. Mostly slapstick comedy." "Fantasy-like. Romantic-idealistic, superficial. Waste of time" [f, WI]. "Stupid. Has nothing to do with real life."

MAGNUM P.I.

	Exc.	Good	Fair	Poor	Total	Score
Adults	8	12	2	0	22	3.27
Youth	14	4	3	0	21	3.52
Total	22	16	5	0	43	3.40

ADULTS

Exc.- "Kept changing, very suspenseful. Handled actual violence tastefully." "Adventurous, exciting, funny!" "Scenery is beautiful." "Has its original cast since it first aired which makes it more credible. Every episode has a cute and memorable ending." "Love it!" "Good plots and keeps interest."

Good- "It was able to mix comedy and drama and still have an enjoyable program." "Well written." "Agreeable, but I wouldn't go out of my way to see it." "Just so-so, nothing special." "I like Tom Selleck and that Magnum isn't overly macho, but that he is average and makes mistakes and is sort of clutsy. I like that even though he's good looking they don't have women always hanging on him. I like the conflict between Magnum and Higgins. It makes the show lighthearted. Also that Magnum doesn't have to be drinking and chasing women to be having fun. I like that they show what Magnum does in his personal life." "The hero is not always infallible." "The four friends are always ready to help each other." "Enough intrigue to interest me each week. Tom Selleck portrays a character who has basic common sense." "Fun show to watch, despite the fact that it is not intellectually stimulating."

Fair- "Did not stimulate any strong feelings for me. Magnum does not always win with the ladies, and he has terrible luck getting paid from his clients. Justice is always carried out, though, and Magnum gets the job done. At least it does not portray negative values and is not too violent."

YOUTH

Exc.- "A neat show because he helps people. A show that young kids can watch. He helpful, friendly, and nice to people. Theres not alot of drinking." "Action filled, very clever, excellent scenic area." "Setting is very flashy, actors are good, stories are always good." "Not alot of fake stuff, it all looks real. Actors play their parts very well." "Magnum is an entertaining character and so are the supporting cast. I also like the Hawaiian setting." "Great car. Magnum and Higgins are funny. T.C. and Rick should get in on more of the story though." "

Good- "Entertaining, technically solid, nice setting." "More realistic than most detective shows." "Humor is mixed in with the action."

Fair- "Too much violence in this show." "Tom Selleck is a phony. He is not a good actor, just good looking." "I can put myself in his place. Great characters."

MIAMI VICE

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	6	1	1	11	3.00
Youth	11	4	2	1	18	3.39
Total	14	10	3	2	29	3.24

ADULTS

Exc.- "Excellent plots that pertain to the vice squad of Miami Police force dealing with drug traffic on the water border. Stories seem true and the endings are not always happy. Uses quality music. The best use of music I have ever heard." "I didn't like the beginning where they showed a close up of a woman's breasts bouncing as she walked. I found this very offensive. The show was good, but it was too violent for me. Acting was excellent and I liked the two main characters" [f, MN]. "Good sound track." "Realistic and entertaining rather than mellow dramatic."

Good- "Visual camera techniques caught my attention. Possibly too much violence for young children. Some of the dialogue will not be understood by an over-fifty age group. Most of the filming takes place at night--another unusual angle for prime time television. The two main characters both live a 'single' life. One is black and the other white and each one is the 'star' of the show--one character is not more important than the other. I enjoy [that there is] more action than dialogue. Exciting and stimulating program." "Miami is a pretty place." "The only problem I have was the story is to be continued."

Fair- "I liked that it was similar to **Hawaii Five-O**." "Same old stuff. Too much sanitized violence, stock dialog, everything over explained, all the men great-looking, all the women young and slim, a 'cute' villian and a lot of super-soppy music in case the viewer failed to register the proper emotion. Real Boring" [f, WI].

YOUTH

Exc.- "The good-looking men play their roll so well, they really seem to care about their enemys. They seem to really know each other very well." "Visually exciting--good looking guys. Good character representation, good plot, action packed." "Deals with problems that really occur in police work." "Does have some reality unlike most other programs today." "I love this program because the black man is so fine. He's brown eyes and sexy. What a fine pair of legs!! I love that man." [f, LA]. "Fast moving, never a dull moment."

Good- "Everything a program needs today--violence, suspense, drama, and more violence." "The people know how to act." "Dealed with family life. The main detectives were excellent."

Fair- "I enjoyed the plots and ideas. Characters were played well. I disliked the amount of violence" [m, LA]. "I think this shouldn't even be on regular TV. It had enough violence to be a rated R show!" [f, MN].

Poor- "Too violent and a total turn off" [f, WI].

MURDER SHE WROTE

	Exc.	Good	Fair	Poor	Total	Score
Adults	9	17	1	3	30	3.07
Youth	5	3	0	0	8	3.62
Total	14	20	1	3	38	3.18

ADULTS

Exc.- "Highly amusing mystery-drama." "Reminds me of Agatha Christic mysteries and I like the idea of an older lady detective who solves crimes and does unconventional things. Catches the bad guys with a minimum of conflict." "Good plots, well acted, interesting and entertaining. Angela Lansbury does a fine job. Doesn't contain the carbon-copy sameness of most Mystery Series. She surrounds herself with a variety of actors." "More intellectual than the usual t.v. program." "Enough mystery, good sense of humor, filmed well, good storyline, interesting characters. I like that it doesn't show as much violence as the others, the language is not vulgar and their are no x-rated bedroom scenes. I dislike the loud commercials." "Good, clean, entertainment. Love Angela Lansbury. The murders are not 'gory' as some other programs!" "Angela Lansbury is cast perfectly." "Vastly entertaining."

Good- "Refreshing to see a competent woman in the role of a prime-time sleuth, instead of the usual toughcop or bungling detective. The ending was good because the murder had been solved, but they left you wondering about one of the suspects. This seemed realistic." "Angela Lansbury as Jessica Fletcher is the most interesting detective I've seen on TV in a long time. Managed to avoid at least a few plot cliches." "Concept is fresh, main character is delightful. This episode seemed unreal, the twists became absurd. There wasn't any substance to the plot." "I equate the title character with 'Miss Marple.'" "Parts of it were unbelievable which made it good." "You can get into this show—not just sit back and relax." "Kept me interested, but does not compare to **Columbo** in terms of script quality (extremely important for a mystery) or acting quality for most of the characters." "I didn't like the swearing." "Good technical quality, changes settings for interest." "Doesn't have alot of sex and violence." "Suitable for general viewing." "An old fashioned show--I like the fact that sex is not the most important thing in the world in this show."

Poor- "I am a mystery fan and this was like a bad cartoon of a mystery. Had a heavy-handed cuteness, none of the characters were believable even slightly, the 'clues' and plot trivial and contrived, the settings slick and sterile--irritating, absolutely forgettable." "Typical 'let's talk down to T.V. audiences.' Everyone overacts. The 'solution' is so obvious that the murderer is apparent after the first 15 minutes."

YOUTH

Exc.- "I like the way the audience does not know who the murderer is right off. It gives us time to solve it ourselves." "Makes you think." "Good guest stars." "You never know what's going to happen next." "I like Jessica Flecher (Angela Lansbury)."

Good- "Good mystery show although the plot did have alot of holes in it. The actors did a good job but some of the situations were very unrealistic." "I like to guess who the murderer is."

NEWHART

	Exc.	Good	Fair	Poor	Total	Score
Adults	7	7	2	0	16	3.31
Youth	1	3	2	1	7	2.57
Total	8	10	4	1	23	3.09

ADULTS

Exc.- "V[illegible]y! I like Bob Newhart's dry sense of humor. Good filming, soun[illegible]ting. I like the character 'Stephanie.'" "Very entertaining." "Well acted. Frequent unexpected reactions." "I enjoy the subtle, understated humor of Bob Newhart. I set it apart from other TV comedies today--it has no sexual overtones, just good humor." "Kept a simple plot with a familiar lesson (in this episode)--that honesty is the best policy. All people could really relate to this show, to laugh and to learn."

Good- "Nice for light watching when you just want to relax and laugh." I find Bob Newhart a very likeable and believable character." "I am a Newhart fan so any show he is in I will watch." "It's filmed before a live audience--and for those of us in California it's fun to take out of town company to." "The quality of the Loudon's acquaintances is going downhill. The trend admittedly has a long way to go before the show actually gets bad, but I still don't like it." "Every episode finds me looking forward to the next one."

Fair- "Silly and boring." "Really cute, but I have seen funnier. I'm not a big fan of Bob Newhart anyway."

YOUTH

Exc.- "Good, cynical comedy, something not often found on T.V. No slapstick or sexually related comedy. Technically well done."

Good- "I enjoy this show after a long day. It makes me laugh and relax before I go to bed."

Fair- "This show is a real fake. Boring! Should be tooken of the CBS Network."

PAPER DOLLS

	Exc.	Good	Fair	Poor	Total	Score
Adults	4	7	4	8	23	2.30
Youth	30	11	7	3	51	3.33
Total	34	18	11	11	74	3.01

[Note: Paper Dolls appears to appeal mostly to the female youth respondents. Six male adults responded, three of them giving it a "poor" rating. Five male youth responded with one rating it "excellent," three "good," and one "fair."]

ADULTS

Exc.- "Fresh and creative. Actors are all beautiful. Every week something new is introduced; this keeps it exciting and entertaining." "I like modeling. Even though I don't agree with some of the morals, I think the suspense makes up for it." "I am interested in fashion, and the young characters appeal to my age group."

Good- "Characters vary in age and personality. There are two young girls I can relate to. Deals with living in the fast lane. Intriguing." "Good photography." "Too superficial. Acting was good." "Strictly soap opera material. A fluffy show." "I do not agree with its values at all. My daughter asked me to watch it."

Fair- "Characters were too unrealistic. Good looking, but acting ability was poor. Musical pieces were bad imitations of popular songs." "The people are sort of money-hungry and don't have too many morals. Not a good show for young kids." "Storyline didn't go anywhere. No educational quality. Question casting." "Uses a variety of set designs and geography; these set a mood which might not be facilitated by the script itself. Confusing number of characters for a first time viewer."

Poor- "I would watch the weather next time before I would watch Paper Dolls again!" "Uses sex to attract the viewers, then uses more sex and flesh to keep the viewers they do have. The only good thing I can say is that one of the actors is Kirk Douglas! [But] his good acting is drowned out behind all the horrible acting. Not entertainment, but garbage." "Devoted to portraying wealthy people striving to gain more wealth and power. No one had a truly happy life. Cliche problems." "Unfortunately downgrades education and ethical principles. Poor parental/child relationships are demonstrated and envy and selfishness are common. Morgan Fairchild plays a particularly obnoxious, degrading role that

44

becomes annoying after 15 minutes!!" "The success these people projected came from abusing each other physically, emotionally, and sexually. I do not agree with them, but they made me feel as though my moral standards were among the minority." "A cheap thrill."

YOUTH

Exc.- "One of the best on the air right now. It is sort of addicting." "Full of surprises! I like to see the styles of the models and gorgeous guys!" "Being a model I enjoyed this show because it showed the hard times as well as the glamorous times." "Portrays the modeling world realistically. Also shows some of the latest fashion and hairdo ideas." "I like shows about clothes and fashion." "Shows how glamour girls express their feelings." "I am very interested and fascinated by modeling and fashion." "Shows there is competition in the world. You have to work for [what you want]. I've always had dreams of being a fashion model." "Kept you in suspense. Shows you other peoples problems and makes you forget your own." "I really enjoy all the filming in New York City, [and that] they show the modles attending school and going through normal everyday things." "Deals with problems of my age and that I can relate to. Always has a good story." "Talks about a life style that I wish I could leave." "I like the way they split the scenes, and the special guests."

Good- "Values are kind of tacky, but the glamorous clothes and beautiful background make up for it." "I'm a model and the fashion industry interests me." "Interesting plot, somewhat true, acting good." "It was alright but its too grown up like." "Nothing like real life." "Overwhelmingly realistic dialogue and gives a very effective view of the fashion world." "I like this very much because it's a lot like today's businesses. I enjoy watching all the pretty women. Morgan Fairchild is my favorit character because she's pretty and she is so real" [m, WI]. "I like this show because it has a lot of action and competition. Great cast" [m, LA].

Fair- "Just deals with the lucky ones who made it and got everything they want: Boys, Money, Clothes, Job. The girls are goody goodies" [f, WI]. "A little unrealistic, but I like the theme. The scenery is very neat." "I didn't understand nothing about the program, no action, just talk, and talk" [m, WI]. "Stupid, but I think it will change alot of teenage girls minds. Showed the good and bad sides of modeling. I can really relate to that girl who attempted suicide. Her mother was just pushing her to far" [f, LA]. "Seemed unreal."

Poor- "They get into bed and have affairs every day and they don't even care. They have affairs to get money or to get what they want. Every body's so rich and that's not how most people are." "They show bad pictures and talk bad. They don't care for each other, just what they have. Shows like this should not be on public television. They teach bad things to young men and young women." "I didn't like the show at all because it reminded me of **Dallas** and **Dynasty**. Fake. Half that stuff never happens! The people are all snoty."

PARTNERS IN CRIME

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	1	2	3	8	2.25
Youth	4	4	5	1	14	2.78
Total	6	5	7	4	22	2.59

ADULTS

Exc.- "It show that women can do some things just as good as a man could do them. Very real to life" [f, LA]. "Very entertaining and a little hard to believe. Well written."

Good- "Simply entertaining, a fun show. A mystery with a touch of humor--This seasons **Heart to Heart**."

Fair- "So silly that I could not watch it all the way through. Actresses to concerned with appearance rather than acting" [f, LA]. "Looks like **Charlies Angles Part 2**" [m, TX].

Poor- "Technical aspects far fetched and grossly inaccurate. Whole show phoney. Storyline trite" [f, IA]. "One of the worst I have seen this year. Enormous amount of cleavage shown, a lot of tough cutie pie lines, sun tanned bodies, fast car chases. Little to no values expressed for children. No positivity" [f].

YOUTH

Exc.- "A good show about a detective agency taken over by two women. Fun, let's you solve your own mysteries." "I like the characters Loni Anderson and Linda Carter." "Plots are realistic." "A more comical approach to detective work."

Good- "Full of excitement, the actors are great." "To much violence on TV. Because of the small little kids well get ideas for the furture" [m, WI].

Fair- "Too fake and glamorous. Couldn't identify with the characters." "Very nice signature. Upbeat music and interesting scenes. The two women detectives aren't believable. They are too beautiful and banal. Detectives wouldn't dress that fancy and eye-catching while working. Everyone is too taken only with the detectives' looks" [f, WI]. "The only real reason anyone would watch this is star appeal."

Poor- "The two stars are terrible."

PUNKY BREWSTER

	Exc.	Good	Fair	Poor	Total	Score
Adults	1	0	0	1	2	2.50
Youth	9	1	4	2	16	3.06
Total	10	1	4	3	18	3.00

ADULTS

Exc.- "A very good show for children. The values presented seemed carefully thought out, well presented and benefitial. It was too bad that the commercials did not express some of the same values."

Poor- "Inane! The little girl is very appealing but is made to react to unrealistic and stupid situations. Why such a smart little girl would want to hang around with such stupid adults is a mystery."

YOUTH

Exc.- "The little girl is so cute. I agree with the values of this show. A very good comedy." "It showed kindness, no violence." "Good plot. Very enjoyable, but is sad." "[I like] to watch kids my age on TV." "My father even enjoys watching it, with me!" "Funny, good lines."

Fair- "The little girl isn't very good and she might give the wrong ideas to other kids." "Kind of stupid. For a younger age bracket." "From a child's point of view this was quite adequate, but I'm not a child so I didn't enjoy it."

Poor- "She's a greasy harid stupid little twerp!!" [f, WI]. "They try to make her look so cute and they want you to like her so much. This show is terrible. Whoever watches this show every week must be ingnorant."

REMINGTON STEELE

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	6	2	2	15	2.93
Youth	3	2	0	0	5	3.60
Total	8	8	2	2	20	3.10

ADULTS

Exc.- "A very entertaining program. Steele is a cool, well dressed type guy who I enjoy identifying with and thinking myself to be" [m, MI]. "I like the plots, the characters' own personalities, and the repartee that goes on among them." "Fast paced, good communication. I like when they leave out X-Rated bedroom sceens. Language isn't vulgar." "Adventurous."

Good- "Purely for pleasure. Provides the light entertainment we all at times need." "I like the person that plays the lead. The show is a little corny—but it's lighthearted." "A good, clean relationship, realistic in an old-fashioned way. Intrigue set in comedy." "Okay. Somewhat corny and old fashioned in a surprising way. The story line became too predictable." "A good one for most adults, maybe not children."

Fair- "Plots are well contrived but seldom have I seen such corny acting. They are stilted and unbelievably pokey in attacking their lines and picking up their cues."

Poor- "Totally unrealistic. The stars never get hurt; they never even get dirty. Most of all I object to the basic premis of the show—that to be successful the woman has to pretend that she works for the man. They use his name and he gets the credit while theoretically she is the brains behind the team and it is her business. The 'romance' between them is right out of the Harlequin style. And, he is shown involved with other women while she avoids any real relationship. This show is a major step backwards for woman as real people or as leading characters" [f, WI]. "Ridiculous story. Instead of taking me on an adventure, it wasted my time for an hour" [m].

YOUTH

Exc.- "Plot was unusual and original. Locations and props were all pleasing and believable. Combines mystery, suspense and humor in a pleasing way."

Good- "Showed organized crime and its effect on society. Also showed it is never to late to change." "Acting was pretty good, the photography was great, editing job was outstanding, story easy to follow."

RIPTIDE

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	3	0	1	6	3.00
Youth	4	10	2	0	16	3.12
Total	6	13	2	1	22	3.09

ADULTS

Exc.- "Very good action, funny, good values."

Good- "Silliness for the younger set—not very realistic, but sort of fun." "A surprise show as there was no sex and very little violence. Held interest with the mystery of finding a baby's mother. The use of computer was enlightening and would appeal to the youth viewer." "Fairly well written with a smooth and sometimes funny dialog. The usual chase scene action accompanied by good unexpected twists of plot. Did a good job getting its point across of how easily people can change over time."

Poor- "Standard below average TV fare. The kind of show that most people refer to when they talk about how bad TV is. Highly illogical. Attempts at drama are pathetic. Downright implausible--a fire fight at point blank range ends up in only two casualties! This after fighting for several minutes with automatic weapons!"

YOUTH

Exc.- "Funny, and I like detective shows. The guys that play Nick and Cody are really cute!" [f, WI] "I like to see the good guys fight against crime." "Actors work together so well. Plenty of girls" [m, WI]. "Easy to understand. Like real life. It shows different types of people."

Good- "Good scenes, comical characters, mystery and suspense." "It has computers in it." "Plenty of action, never a dull moment." "It's morals agree with mine because the good guys always win." "I like action and suspense and women" [m, LA]. "Okay, but it's just a takeoff on every other detective show." "I think there are too many shows on like this one."

SCARECROW AND MRS. KING

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	6	4	0	13	2.92
Youth	4	2	0	2	8	3.00
Total	7	8	4	2	21	2.95

ADULTS

Exc.- "Good family entertainment. We all enjoy and are comfortable watching together." "Interplay between Kate Jackson and Bruce Boxleitner is most pleasing--a refreshing change from all the bed hopping that pervades TV. Jackson plays her role of naivete extremely well. Scripts are reasonably believable. Happily there are few car chases--overdone on most thriller programs. By-play between Mrs. King and her mother is amusing."

Good- "Action packed. Good humor." "Keeps the viewer in suspense." "Like talent--some plots better than others--usually a good mystery." "Like the actress who plays Mrs. King [but] the program is not very believable."

Fair- "I found myself losing interest during the hour." "Plot is too far fetched. Too much violence! Dialogue very trite and predictable. Do not like either person portraying main characters." "It was based in Germany and I thought I might like the scenery [but] it turned out to be like half the TV shows I've seen. You could predict just about everything. I didn't like the usual stereotyped long-haired terrorist. Writers with new ideas evidently are a thing of the past" [f, OR].

YOUTH

Exc.- "Enjoyable, kind of comical to see a scatered brain housewife fend off danger. Drew you away for a while." "Never 'dragged.' Serious, yet contained its humerous moments. A whole family show."

Good- "High paced, full of action. Characters are not fake, they are very realistic. I liked the script's funny lines. Technical quality very good." "I love what excuses Amanda tells her mother when she leaves the house."

Poor- "Poor acting and the characters are to unreal."

SIMON AND SIMON

	Exc.	Good	Fair	Poor	Total	Score
Adults	7	10	0	0	17	3.41
Youth	11	4	0	0	15	3.73
Total	18	14	0	0	32	3.56

ADULTS

Exc.- "Exciting and always different." "Gives me a good feeling. Humor and drama mixed well." "Well written." "Good chemistry between the stars. I like the humor."

Good- "The actors work extremely well together. The whole show overall is humorous and enjoyable." "I like the two good looking actors and a dog. Has suspense and action. Yet it isn't too violent. Doesn't show the people always drinking and lusting after women" [f, IA]. "Needs to change locations. Soon one of the brothers needs to fall in love. There just too old to be with there mom always on there side" [f, LA]. "Used a lot of cliches." "Really enjoyed the plot." "The characters are very real like real people." "Well directed with good actors." "Characters were nice, the values were commendable, the story line was not complicated. My small child and I enjoyed it."

YOUTH

Exc.- "Combines humor, action, adventure, and a good story all in one." "Good chemistry between the lead characters makes this show excellent. They are very modest crime solvers. And by sometimes having a heavy topic it contrasts with the usual mood of the show. Their mother also mixes well in this show" [m, WI]. "Great charecteristics of brothers and roles. It is my favorite" [m, LA]. "Rick is funny. The jokes aren't dumb. [Backgrounds] aren't fake!!" "Always has new story lines." "Great plot, funny mishappinings, good acting." "Believable." "A.J. is cute. It teaches kids that you shouldn't commit crimes and that bad guys usually get caught" [f, WI].

Good- "Put together good, looks real not fake." "Sometimes people get hurt and show it." "I like to try to solve them."

ST. ELSEWHERE

	Exc.	Good	Fair	Poor	Total	Score
Adults	21	11	4	0	36	3.47
Youth	9	5	1	1	16	3.38
Total	30	16	5	1	52	3.44

ADULTS

Exc.- "It shows doctors as real people with human faults rather than some super human characters. I like that it continues from week to week." "The best program on network television. Not only is the quality (acting, script, dialouge, production, etc.) far above the averge T.V. fare, but it addresses important, controversial and interesting issues such as nuclear aniexty, rape, and dream significance." "Sensitive subjects handled with tact and diplomacy." "Something that everyone can relate to." "They seem to choose their subject matter very carefully tackling delicate subjects with taste and class. I enjoy the actors. This program can make you both laugh and cry." "Unpretentious, experimental program. Scriptwriters take chances with new plots and ideas, and my friend who is an intern in Boston swears by it. One bad point is the lack of strong women characters—a lot of the women on the show are very mean or often irrational" [f,PA]. "Very honest. Deals with very serious subject matter, but also has a sense of humor." "Adult entertainment. Solid characterization." "As close to real life as TV can portray. Excellent entertainment at an appropriate time." "The shooting scene was so vivid that it affected us more than any other TV shooting—which was good because murder should bother viewers." "Shows the human side of the medical personnel, the variety of persons that enter the medical field." "I enjoyed the similarity between the stories and actual hospital situations." "It is far from a realistic portrayal of hospital life, but does portray real characters." "Four gratifications from this show are Entertainment, Reality Exploration, Advice, Relaxation or Escape from problems."

Good- "I like the actors, drama, suspense." "I was always wondering what was going to happen next instead of trying to predict it. The people had feelings I could relate with." "Can take you emotionally up or down. It can get real mushy when someone dies, or it can get funny when the doctor is snapped at by a pushy patient." "One can learn a lot about the medical field from it. A persons faith and trust in doctors is reasurred by seeing the dedication and understanding the doctors in this show have." "Acting was good and I picked up a sense of concern and caring about patients and each other which added greatly to the realism. New characters were introduced smoothly. Everything was kept simple so as to focus attention to the characters and not the clothes" [f]. "I like the humor and the unique characters of the hospital staff." "I didn't like so many life dramas in one program; cutesy staff life, shallow characters. At least no viewed nudes in bed, no killing or violence, the autistic child handled tastefully, no crude language. Religious faith handled in a shallow manner" [m, TX]. "Unrealistic. Situations were fake." "I liked the way the show tries to address current issues." "Very well done. Depitcts hope and hopelessness. As a nurse, I like to see the impresion media gives to my profession. I like the honest way they presented Chemotherapy and Bulexemia; also treated topics such as doctor's egos, nurses strikes, doctors as drug abusers, trauma of mastectomy surgery."

Fair- "All the characters seemed selfish and had more hangups than the patients. A very depressing, extremely unrealistic program" [f, NE]. "Failed to entertain or inform. Dealt with stale issues. Not highly relevant. Not realistic for most people" [m, MI]. "Too many ancetdotes, too many people involved" [m, WI]. "The mother wanted to have an abortion. The father wanted to keep his child. The mother is portrayed as a caring person and the father apologizes for his immature behavior. Preborn children have a right to live" [m, MI].

YOUTH

Exc.- "It does not try to fool people with heros, etc. It is REAL." "It got you to really care about the characters and what happened to them." "Sometimes sad, but also funny. Superb acting and directing, excellent plot." "Dramatic and still humorous at times. Very talented actors/actresses." "Plots are so good. I wish this show was on more than once a week."

Good- "Goes to great depth to bring out points that are very good and relate to life everyday." "The suspense makes you watch week to week."

Fair- "It requires you to watch it every week so you can follow what's going on. It's too hard to follow."

THREE'S COMPANY/THREE'S A CROWD

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	11	5	5	24	2.50
Youth	20	42	11	5	78	2.99
Total	23	53	16	10	102	2.87

[Note: The impressions of the compiler of these responses is that most people who like these shows like them largely because they enjoy John Ritter and the chance to relax and laugh. These programs seem to appeal to both males and females equally. The "fair" and "poor" ratings were also given by both genders, but males and females often seemed to object in different ways. The comments (usually regarding **Crowd**) relating to poor taste, immoral behavior, and inappropriateness to the early evening time slot were often given by females, youth and adult. Males tended to object to silliness and lack of plot or substance. It was also interesting to note that several respondents found good lessons in these shows, whereas others especially enjoyed that there was no attempt to have any hidden lessons in this comedy series.]

ADULTS - THREE'S COMPANY

Good- "A funny show. There is usually some incident that is supposed to teach you a lesson." "Light comedy." "Makes me laugh sometimes when I've had a hard day."

Fair- "Far from being real. The idea of the 'dumb blonde' is something of the past. Funny at times, but only because it's so stupid" [m, LA]. "Funny, but values are questionable" [f, LA].

ADULTS - THREE'S A CROWD

Exc.- "[I like] John Ritter's acting, Mary Cadorette's body" [m, VA]. "Had a strong sexual content. But it was hilarious as it usually is" [m, LA].

Good- "A modern show which gives examples of everyday situations of a couple living together." "A wonderful transition from **Three's Company**. The new actors compliment each other. John Ritter seems to be able to work well with anyone. The sets for the outside scenes could be worked on. They don't look real." "Enjoyed Robert Mandan, and the old cast and script." "Funny and entertaining. However, due to the 7 p.m. time, I feel the sex scenes and life style is inappropriate. Is it really necessary to have such explicit sex and love making?" "You can always count on one or two good hardy laughs from this show."

Fair- "I like John Ritter as an actor and he is a first rate comic. I did not like this show because it had very poor dialogue and seemed contrived. Too explicit about 'getting to bed,' etc. **Three's Company** used innuendo but seemed innocent. **Three's a Crowd** is a blatant presentation of an immoral relationship being presented as a perfectly honorable, desirable, respectful situation. Because of loyalty to John Ritter I did watch several more episodes hoping the show would have more comedy and redeem itself. Such was not the case. The show is a dud. Mary Cadorette seems 'plastic.' The assistant cook is too artificial, 'spaced out' and doesn't add interest or real humor" [f, MN]. "Too silly, stupid." "It has changed too much. It's gone too far and should be cancelled."

Poor- "A classic example of the situation comedy that has been worn out and torn apart over the years. John Ritter is a very funny man. It is a waste of his talent. I felt cheated of my time and energies after the show." "Unmarried couple living together not a fit subject for a TV program. Impotence is a very inappropriate topic for a comedy show" [f, VA]. "Acting was much too broad with the emphasis on farce. The reactions to situations were hardly believable. The subject matter was distasteful to me in the manner and time slot in which it was presented" [f, LA]. "Story line is childish. The humor is based on belittling the people involved."

YOUTH - THREE'S COMPANY

Exc.- "A lot of comedy in it. Everything the actors do makes me laugh. Definitely an 'A' class t.v. show." "It's for young people only." "Excellent actors and actresses, well written script, very entertaining." "I like its humor, good acting, and feeling of togetherness [among] Jack, Crissy, and Janet. Jack is very amusing with his slapstick comedy and Crissy provides many funny scenes with her flirty blond stereotype" [m, WI]. "It teaches a very good lesson: a man can live with a woman (or women) without being sexually involved. Also, a man can be a brother away from home" [f, LA]. "I like the idea of a modern day man living with modern day women" [m, LA].

Good- "Very funny, makes me laugh. I think the characters would be hard to play and therefore I think the actors and actresses are very good." "I like the people who play in the show." "Although the plot is almost always the same, the story is always different enough to seem a little bit unique." "A funny show and not too realistic. Mr. Roper cracks me up! The way they get out of their problems isn't the way I would go about it. It's a fun show to watch" [f, IL]. "It helps you out on problems. It's funny." "Wasn't bad but it was better with Suzanne Summers (Christy). A little too fake but I suppose that's what made it interesting to me. They found a good replacement in Don Knotts of Landlord" [m, IL].

Fair- "More of a silly show than a truly entertaining comedy. I love the physical comedy, but the 'punchlines' sometimes got a little too goofy." "They act so stupid at times." "I like John Ritter's acting!"

Poor- "Nothing that makes sense. It is the same thing over and over again. They keep opening doors and knocking each other over" [f, MN].

YOUTH - THREE'S A CROWD

Exc.- "Its funny and its good entertainment. Its a great show. I would recommend it to my friends." "I watch because of John Ritter. Now that he has his own show it gives him a chance to broaden his talents" [m, LA]. "Really funny. John Ritter has to be the funniest guy on TV" [f, IL]. "John Ritter and his girlfriend are very good actors" [f, FL].

Good- "I like comedy and romance 'mixed'" [f, LA]. "The characters act so dumb it's just humorous. The actors know what they are doing and make most everything sound good." "I liked the humorous Jhon Ridder. It was put together very simple and neat which means that they will probably never run out of ideas for the show. Good plot and very good safisticated wife." "It made my family and I laugh." "I like this show because it's not perfect, other shows have to be so serious. It deals with embarrassing problems in funny ways and sometimes serious. The actors are very good because they're really believing in what they're doing and enjoying it" [f, MN]. "Funny. Not a lot of dirty language. The people who work on the show really seem to have a good time which makes me have a good time" [m, LA]. "All of the jokes [don't] nesecerily deal with the plot so you can leave and come back and still think the rest of the show is funny." "The values expressed don't really agree with mine. Shows a good marriage. Stays together under stress" [f, WI]. "There's really no moral or anything real deep involved. However, it will keep you laughing." "It's funny and has a lot of meaning." "It's not too educational but it is very humorous."

Fair- "I don't like it as much as **Three's Company**. Vikki comes across to me as a spoiled brat and I don't like her Father either. He acts like a self-centered bigot. However, Jack still makes me laugh as much as he used to. And E-Z is hilarious" [f, IL]. "Boring. **Three's Company** had three people living in funny and strange situation. On **Three's a Crowd** they have three people living in a rather common situation which takes away over half of the comedy. Plus the major characters all have a talent for comedy but their talents don't mix or blend together" [f, LA]. "Poor attempt at a sequel to the long running **Three's Company**. I was totally turned off by the new characters. The dialogue was a bit dull and the jokes were stale" [f, LA]. "I didn't relate to it at all. It embarrassed me to watch it with my mother. It doesn't have anything" [f, LA]. "It really had no story behind it. It has a boyfriend and girlfriend living together which I don't agree with and don't feel it should be shown to be OK on tv" [f, WI].

Poor- "It's laughs are based on sex and the topics discussed are done in a bad way. In poor taste" [f, WI]. "It doesn't make sense" [m, WI]. "A foolish show" [m, LA].

V

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	7	0	2	11	2.82
Youth	18	13	3	4	38	3.18
Total	20	20	3	6	49	3.10

ADULTS

Exc.- "Not trashy and it is fun and exciting to watch" [m, LA]. "I liked this program because its dealing with people from space and totally gross scene's that they show" [f, LA].

Good- "I like [that] it is centered aruond the Ideal of people fighting for their freedom." "I like science fiction--The special affects and costuming were interesting. Story plot was feasible and not a complete insult to intelligence." "The audio was exceptional and unique. The pulling together of the Americans reinforced what we all enjoy on a peaceful planet. I did not like aliens taking over and ruling our people." "Suspense and excitement." "I believe in freedom too."

Poor- "Should only be on pay tv--and it should not be on at 7:00 (for the younger children)" [f, WI]. "Stupid. Had too much violence" [f, LA].

YOUTH

Exc.- "Interesting, exciting, and cool. I hated for commerical to come on." "It showed how people could work together to do things. I also liked the props." "Technical quality is excellent and adds to the believability of the show. Excellent acting and direction." "Its not like any other story." A lot of action and sometimes its funny." "I din't like the part when they ate the people." "I enjoyed the people turning into lizards." "Sometimes confusing because of it's numerous characters." "It makes you wonder if their are other people on this earth than humans." "Portrays something that could really happen. People (like me) like to think that there is life outside the planet earth and this show portrays it very well."

Good- "I'm always surprised at what happens. The characters have some depth and meaning for being there." "The acting was good. Technical quality was very good. The script wasn't to fake or dumb." "Definetly had a lot of action and intrigue. All the killing going on was very exciting, if a bit gory." "This one has to much violence." "I liked this program because I wanted to see that girl have her baby (it was going to be a lizard), I wanted to see one of the V's eat a live mouse, I like to watch the earth people peel the faces off of the 'Visitors'" [f, LA]. "I like this program because I've never seen snake people, and the action is so interesting." "It is futuristic and reveals many things we could use in the future." "I didn't like when it would get to the good part it would be a contenue."

Fair- "I love science fiction. However, 'V' is a bit too much. Two movies is all they need of 'V'. I'm pretty much getting tired of 'V'." "I hate retarded lizard that look like people." "Some of the parts are really fake, also can be very interesting though like when Robin had her baby."

Poor- "Really very fake. The human girl having the V-baby was the worst." "I am not into space movies. The lighting and special effects, and the cast, were fine. The idea of space people invading a city like that is a little far fetched."

WEBSTER

	Exc.	Good	Fair	Poor	Total	Score
Adults	6	8	4	2	20	2.90
Youth	27	5	0	0	32	3.84
Total	33	13	4	2	52	3.48

ADULTS

Exc.- "Very realistic--excellent family show with a message attached." "Emanuel Lewis is a great actor and I can relate to some of the problems of his parents." "Funny and has a meaningful message in every show. The characters play their part super. Their is a new plot every time, you don't have to watch it every week. A family show." "I like Webster because it might help calm the issues on race relations." "Webster is with no doubt the cutest little boy I've ever seen. The show puts me in a good mood instantly" [m, LA].

Good- "This episode honestly moved me. I'm not ashamed to say that I cried when Webster talked to his parents. The characters are all trying to do the best they know how, and everything else, including the humor, arises naturally from this" [m, WI]. "Entertaining and demonstrated that we all need to learn to live together in peace." "While the characters are generally likeable, the scripts are generally trite, not terribly funny and often silly" [f, LA]. "Plays on emotion and the fact that it's a cute black kid in an akward situation. Values play an important part in this comedy. I liked it but not as much as Diff'rent Strokes." "Reasonable family situations."

Fair- "Very stupid in its approach. Did not see any value in the show at all. Emanual Lewis is a cute kid, but I do not think he is a very good actor. Mildly amusing." "The program was cute, as was the lead Emmanuel Lewis. He played his part well. I found it very difficult, though, to believe the situations which the writers want the audience to believe. How possibly can a young child be so industrious and perceptive. How could parents be so dumb?" "This episode dealt with a massage parlor. I didn't think this was a necessary scene in this family show. Otherwise it was OK by my standards. I would watch it again to see how it was in another episode."

Poor- "An obnoxious show who's main character was equally obnoxious. Throughout the entire show he acts a fool trying to act too cute." "While the basis is pleasant, I feel that the show encourages the star, Emmanuel Lewis, to remain a little boy instead of a boy who is maturing." "If it weren't for my kids we wouldn't watch it. Harmless at best."

YOUTH

Exc.- "A really wow show I think they pick the perfect kid to play Webster and his laugh is really superly wow and his acting is totally neat" [f, MN]. "I love Emanuel Lewis." "It shows that there can always be love and understanding between children and their parents no matter what the problem." "I like **Webster**, because it deal with people issue instead of ratial or economic status issues" [f, WI]. "It shows a sensitivity to and an awareness of problems that children have, along with reasonable and well-presented solutions." "Showed how children can bring back life to people no matter who they are." "It expressed a persons feelings. It is a good entertainment and it almost made me cry" [f, FL]. "Webster should be in more shows and should be on more." "Webster plays his part very well. He is the one that makes the show!" "Webster is not only funny but also very smart." [I liked it] because of the magic." "It's values are very good. Good family TV program." "There is no violiense and it interested me and my family very much." "It makes a lot of scense." A very realistic show."

Good- "It shows alot about life and you can learn alot of things off of this comedy show." "The actors play the family life well. It shows true problems that could occur in family situations." "Good and humerous." "Many people find **Webster** copying **Diff'rent Strokes** but I just find it a cute comedy." "I like the way Webster has with his family. If wrong or right it show parents a kid has a mind like they do."

WHO'S THE BOSS?

	Exc.	Good	Fair	Poor	Total	Score
Adults	7	7	3	1	18	3.11
Youth	6	9	2	0	17	3.24
Total	13	16	5	1	35	3.17

ADULTS

Exc.- "The best new comedy of the season. Judith Light has made a marvelous switch from Soap Opera drama to comedy. She is wonderful. Tony Danze also fits his role well. I enjoy the reversal of the sex role and the friendship the characters have. The writers do a wonderful job. The children on the show add a special touch." "Not so much good acting but very enjoyable. Morals expressed in story. The character Tony Danza plays is the best." "Makes me feel good." "Well done." "Funny--the actors really made the show! You need a good show where you can sit and laugh at!"

Good- "Always enjoy Judith Light. She's bright, funny, and attractive. Program has a slightly different twist to the storyline. Katherine Helmond--excellent as 'dingy' (but smart) mother." "A cute, light comedy—left me feeling good. The overall premise seems unlikely, but—" "Lighthearted comedy. They introduce 'lessons' in everyday behavior that show proper thought, values. Comedy is not overly suggestive yet very lively." "A little foolish and silly." "The actors worked well together. Story line is good." "Some parts weren't funny. The character setting is too complex. The message this episode expresed, dealing with truth, was good." "I like the actors when they were in previous shows so I decided to watch it. It is funny."

Fair- "The acting is like a high school production! Not at all enjoyable." "Like: dealing with modern issues, basic storyline of male housekeeper in all-woman household, interpersonal relationships. Dislike: Tony Danze--I'm not convinced of his acting ability, laugh track."

Poor- "Not true to life. Young man would not be attracted to such a sappy, middle-aged woman" [f, VA].

YOUTH

Exc.- "It had a lot of spunk. The realism of it is what I liked best. People can relate to the situations in that show." "They made it seem real life (what problems people go through)." "Enjoyable show. I like the actors."

Good- "I believed the morals. They matched mine." "I like it because it shows a man doing a woman's job. Very funny show. Tony Danza plays a very nice person" [f, WI]. "Characters fit perfect to their parts." "Its funny. It shows different role changes." "Similar to Three's a Crowd. It has much comedy and laughter. But nothing really deep is involved, at times it is very repititious" [f, WI].

Fair- "The kids are cute and the guy is gorgous. Shows a lot of love" [f, WI]. "I didn't like [that] this guy Tony is divorsed and has two kids and he lets Mona take care of them. And he doesn't look old enough to be a father, he looks like a brother to the kids" [m, WI].

NEWS

Many Look-Listen participants evaluated news programs, although we received fewer responses than last year. Youth evaluations were more varied this year. Many youngsters still dismiss news as "boring." However, others value keeping informed and seem especially attuned to the personalities of the newscasters. "Their little jokes and comments they poke at each other or different news item make the show a little more interesting, not a 'dull news program,'" writes one Minnesota girl.

It is difficult to make a generalization about adults' evaluations of the news. Some like the format of briefer accounts covering a wide variety of world happenings, whereas others appreciate the more in-depth approach of PBS and Cable news programs.

The comments on news programs that follow are all from adults unless otherwise noted.

ABC NEWS

GOOD MORNING AMERICA

Exc.- "I wish it would come on twice a day. Always interesting, always educational." "Up-to-date news coverage on an everyday basis, before I begin my day. Gives me an insight on the entertainment world." "More serious matters are covered in the first hour for the career people and during the second hour issues are covered that appeal to housewives and students" [f]. "I especially enjoy the rapport between Joan and David. They seem to be having fun and thereby help make my mornings better."

Good- "I do not like the amount of commercials shown! The hosts seem redundant because they're always explaining what will come on after the commercial and what they were talking about before the commercial. I like the relaxed setting." "I like the hosts, because they are not over talkative. They seem to be qualified to do their jobs. Good judgment in choosing well known companies to advertise products trusted by consumers." "I think the hosts are rather dull." "Compared to other programs with the same format I found this one to be more timely with more of a variety of content. Within a half hour, I have received more information than I require to be able to be an aware person in our American society." "Never seems to lag."

WORLD NEWS TONIGHT

Exc.- "Good newscasters, up-to-the-minute information." "I enjoy Peter Jennings."

Good- "Objective, concise reporting. Covered lots of material in 30 minutes. Closed on a light note." "Provided facts that everyone has the right to know."

Fair- "As is true of most 30-minute news programs, it did not include enough details about news items for me to be satisfied that I was told the whole story. Weekly news on CBS--and even ABC--seem to be more current and interesting."

THIS WEEK WITH DAVID BRINKLEY

"The best Sunday morning news program because it contains a 'veritable plethora' of information. I especially like George Will's insightful non-partisan comments." "Both sides are presented. One feels well-informed when it's over."

NIGHTLINE

"Ted Koppel certainly gives controversial and exciting interviews if this one with Colonel Kaddafy was an example. It was a good idea to have subtitles for Kaddafy's barely understandable English. It is a credit to Nightline and Koppel that they managed to get Kaddafy to be interviewed." "Very informative and personal. Ted Koppel is an excellent instigator when interviewing persons with an opposite point of view. The technical quality of some of the interviews are not always clear and this intervines when watching the program." "All to often the news on tv does not provide any backround information. Nightline went into depth about the topic being discussed." "Ted Koppel has interesting guests and asks thought provoking questions."

20/20

	Exc.	Good	Fair	Poor	Total	Score
Adults	7	5	0	0	12	3.58
Youth	10	8	0	0	18	3.56
Total	17	13	0	0	30	3.57

ADULTS

Exc.- "Covers issues that are important to me. They give all angles so I can get the full picture of whats going on, and they are thorough and accurate. They take time to give personal views on matters, too, and they are objective investigators as opposed to subjective. This gives me a better chance of understanding what is being shown, and of making my own decisions about what I see and hear." "They are not afraid to expose people." "Very educational." "I always enjoy this program because it involves in-depth reporting of news and current events. I'm not especially fond of Barbara Walters but can stand her if she doesn't dominate the program."

Good- "Informative and entertaining at the same time." "It covers some of the subjects I am concerned about. Such as drugs and other subjects dealing with a family." "Usually handle topics well, although I know the editorial messages are not always the way I'd handle them." "Wish Barbara Walters were somewhere else. Too much stroking between her and Hugh Downs. Stossel report excellent."

YOUTH

Exc.- "It tells us how things really are instead of how they appear." "Covers all aspects of story without interjecting personal opinions." ."Only objection is that the news men make deductions and decisions for the viewers." "Reporters seem to really know what they're talking about and what they are doing. The reports are brief and are right to the point, not extended." "I learned very much on people, crime, and science. The reporters go all over the world for a story. Had a personal touch. They care for you, tell you how to prevent things from happening to you." "The topics deal with certain things you've just wondered about to topics that deal with your life, family, or society." "Very similar to 60 Minutes.

Good- "Interesting." "Not dull." "It tells the truth. People's real opinions are told and not lies. We usually hear both sides to every story." "The issues discussed were current. Some of it was dragged out and boring. There seemed to be a lot of commercial interruptions." "Techinal quality is excellent, the values agreed a little. I would recommend it to a friend and even to watch it again." "It interests me a lot to learn about what kind of interviews they do."

CBS NEWS

CBS EVENING NEWS

ADULTS

Exc.- "The news coverage is concise and very selective. I equally like ABC and NBC news at 5:30, but my husband prefers this network; he likes Dan Rather and its reception in a rural area is the best of all three networks."

Good- "Because we don't read a newspaper everyday, the television and radio are our sources. There were no glaring technical errors. Reporters did well, newspieces were well photographed, commentary informative. Wide variety of news pieces. I'm well aware that what I see and hear are choices made by a few people--in a way a form of censorship." "Presented the news in a good impartial way." "CBS gives a very comprehensive review of the news. They go to any length, no matter what the cost of money or people's rights. They always manage to find the most ignorant and easily persuaded people to interview." "Usually in my opinion news is news. This news cast however is geared at a more generalization of World and National news, which I like since it only takes a half an hour." "A straightforward, no-nonsense approach [which] may, in part, be due to its anchor, Dan Rather. Like most news shows, [it] tends to oversimplify because of the half-hour format."

YOUTH

Exc.- "It tells facts that are true and you can believe. Interesting articles and make them sound exciting! I can understand what they say because they talk slow." "Supurb. With Dan Rather as a newscaster some of the boring news stories can seem interesting."

Good- "I like this News show because it gets the whole story not just half."

CBS MORNING NEWS

"The recap of headline stories and overnight news is always presented well. I especially enjoy the daily business news. Reports seem to be on target in presentation of current national interests." "I like Bill Kurtis presentation of the news. It's not overly dramatized. Concise, offers short and varied commentaries. Especially enjoy Diane Sawyer's proffessional and friendly presentations and comments" [youth]. "The newscastors always try to livin up the show. They are very proffessional. It always has a special part on exercises and health, and I like that. It has a humerous sports castor. He always shows video tapes instead of just giving scores" [youth].

60 MINUTES

	Exc.	Good	Fair	Poor	Total	Score
Adults	19	9	1	0	29	3.62
Youth	9	15	10	3	37	2.81
Total	28	24	11	3	66	3.17

ADULTS

Exc.- "One of the last truly worthwhile programs left on commercial television. Not only does the topic matter show a keen interest and knowledge of what is important in today's society, but also the evaluative news analysis does not seem to be as one-sided as some journalists and viewers would like you to believe. Also, the idea of allowing viewer mail to be aired, displaying the reactions and impressions of those who watch, shows an accountibility for what these video journalists publish. Clear and interesting format." "Format [of] interviews allows for relatively unstructured responses." "Fills me in on important issues I seem to miss in the news or newspapers. I like the way they give all angles to their stories both good and bad. Sometimes I feel they can be quite hard hitting with certain subject matter and I don't like that to much." "Occasionally they overstep good taste a little or harass a little unmercifully, but for the most part they do a service in digging behind the scenes." "Really takes serious issues and broadcasts the situation bluntly. They don't care about feelings etc, they speak as they feel. Its very educational and entertaining." "Always seems to have a good grasp of the facts, usually chooses interesting subjects (or maybe it's just that the subjects are made interesting)." "Fair reporting. Variety of ideas presented." "Shows the human side of the stories." "I like the views expressed that are not on regular news shows--the inside facts and the follow up facts." "Very best show on TV today. Technically very well done. Only flaw is segments tend to be one sided thus leading you to their conclusion." "Topical and meaningful stories. They try to give balanced views--even if not always successful." "Often unjust or fraudulent situations come to light and get corrected." "Stories are directed to an educated audience. When the show is done the viewer has most likely learned something and enjoyed learning it." "At the very least **60 Minutes** is thought provoking and at the very most it has acted as a 'whistle blower' on various nefarious actions. This show demonstrates that real life goings-on can be [as] entertaining and thought provoking the contrived shows that are normally put on."

Good- "Persons on the show are professional and the stories are well researched and interesting." "Topical and informative. Very in-depth and controversial segments." "I dislike the fact that the reporters sometimes try to sensationalize and/or make a story that's not there. I also dislike Andy Rooney and would prefer to see letters that are written to the program which are pro & con about their weekly stories." "I like when they put people and companies on the spot." "I realize the program has a bias and has been known for under handed means of gathering news but I take this into consideration when watching. Once I am aware of the issues and background material [presented], I can research them further on my own." "I am pleased that some situations are followed up and sometimes a change is created." "Gives you insight into some everyday situations that you don't realize exist." "Makes me wonder about what is going on that many of us don't know about."

YOUTH

Exc.- "The best show on T.V. Well-presented, commentators are excellent, and you can learn a lot." "I like this show because it's not just news!! They go and dig deeper and get more information." "It is based on facts and actual happenings. Brings to light sufferings and events that would otherwise go unnoticed or unheard of by the American public." "They do not seem to be biased." "I like to know what's going on and it tells me." "I love the way they play the 'Devils Advocate.' I love Andy Rooney's commentaries." "They present it in such a way that it makes you really think and get involved."

Good- "I always learn something new." "They tell the stories in a way thats easy to understand." "The letters at the end of the show have many opions, and make the show have a great ending." "Interesting real stories." "Alot more interesting than other news casts."

"Too much talking. I did like some of the pictures." "Very educational but does not interest me because I don't watch the news often." "I didn't like this show because I'm not into information."

Fair- "I've never really been satisfied watching this show although they do have some good story." "It is very negative." "To pooring! The people spend to much talking about one subject." "It is for adults and I don't think it should be on, maybe in the morning." "I just don't care for news. But I have to admitt there sometimes are som interesting statements in the show." "I don't like news shows."

Poor- "It's too long, boring, wastes my time. Has people on it that don't exist. The stories don't sound real. The show is about news, and that's on every night. We don't need any more." "The announcers are not too good."

NBC NEWS

TODAY SHOW

"Jane Pauly is wonderful!! Not as strict as the local news, meaning they don't really rely on all the trivial and depressing tidbits of news that local news tends to use." "I love the way Jane Pauley and Bryant Gumbel play off of each other. Provides interviews with people on topical issues and celebrities. My favorite program." "I especially enjoy the personality of the weatherman."

NBC EVENING NEWS

"I watched the program to be informed of the events of the day. I liked the show because it did just that—informed me." "In my opinion NBC is rated last in network news, but overall I enjoy the program." "[Helps me] add to information in newspapers [to] form my own opinion."

PBS NEWS

MacNEIL LEHRER REPORT

"Really got as much from a half-hour format as [an] hour show! I like having my TV news more than a headline service. Good representation of both sides, acute and leading questions. Really helps me form opinions. Occasional 'editorials'—unpolitical subjects. Book reviews good. Wish there were more." "Unique in that it analyses current news, often giving views of both sides. Decisions are often open ended, however. Refreshing, but when Judy Woodruff is doing the questioning or reporting [it] is often subtly biased toward the very liberal side" [f, WI]. "I watch this daily. MacNeil and Lehrer come across as caring persons, genuine, with heart, as well as Charlyne Hunter-Gault. Sometimes the questioning is too uncomfortably probing and becomes repetitious. I like the confrontation of opposing sides as a model for ordinary persons to use, rather than temper or fists. I prefer the format of exchange between guest and anchor-person, rather than the two [opposing sides] speaking directly" [m, TX]. "This program sought to inform rather than entertain, which is what I feel a news program should do." "Reasoned, balanced insights into current political concerns."

WALL STREET WEEK

"Summaries of economic climate are valuable. Exposure to different investment strategies give guidance for personal investments" [f, WI]. "I like [Louis Rukeyser's] style of saying things, and I think he's fairly smart, even though I don't always agree with him. Most economists don't really know what makes things tick in my opinion" [f, OR].

WASHINGTON WEEK IN REVIEW

"Program conveys solid information that seems quite objective, without the predictable confrontations along doctrinaire lines that characterizes Agronsky and Company." "Issues discussed intelligently and in a non-partisan manner." "Paul Duke is a good moderator, and I wish Jack Nelson from LA wouldn't look so downcast all the time."

CABLE NEWS

CNN NEWS

"I like CNN because it is the news all the time, when I want to watch the news all I have to do is turn it on" [youth]. "It covers all the news world wide and it covers all of the important things, all the way down to the least important thing" [youth].
Take Two: I value this program for its apparent unbiased and complete coverage. Altho' [it] is only a portion of the day's coverage, it is one of the best and well done by the 'anchors' Chris Curle and Don Farmes."
Daybreak: Good news--interesting features--more detail in newscasting."

PRESIDENTIAL AND VICE PRESIDENTIAL DEBATES

ADULTS

Exc.- "A great public service. I liked being able to see and hear the current and future leaders of my country." "Very important to understanding the political process and the candidates." "A person can find out how each candidate feels about certain issues."

Good- "Seeing our candidates under stress helps to evaluate the men--their views on the issues are pretty well known. It would be easy to overdo this type dialogue." "Barbara Walters did an excellent job as mediator, but the actual debate did not present a true picture of the candidates. An individual's leadership ability should not be based on his debating ability; therefore, I disagree with the purpose of the program." "I want to be an informed voter. I mainly use reading to form my voting conscience and my watching this was more to see how my perception of the candidates' appearance/style compared with the polls, my friends', etc. As many as the issues are, the repetitions were obvious and their trivialization may be a consequence of the airing." "I don't like to see people knock each other down--and often so heartlessly. Both candidates manipulated statistics to their own advantage. Camera shots perhaps could have been more varied/interesting.

YOUTH

Good- "Mostly polytics are kind of boring. But I liked it [V.P. Debate] alot because they were really going at it." "The topics covered were well chosen. I liked it." "The candidates said the same things that they have said in the past. In general it was boring." "I do not like it because I can not vote so it dose not interest me. My parents like it but I do not." "I really don't like they way they [the Presidential candidates] put each other down during the show. They shouldn't put them on T.V." "I don't care for the Presidential stuff because it doesn't involve me."

PBS BROADCASTING PROGRAMS (PBS)

The following PBS programs had several responses. Many other programs were reviewed, but because of the low number of responses per program, we did not include them here. All responses below are from adults unless otherwise noted; there were few responses from youth for these programs.

THE BRAIN

"Another excellent example of how PBS can instruct, inform, and entertain simultaneously." "Enlightening. I especially appreciated the use of lay terminology when explanations of medical phenomena were given." "Easy to understand." "Very tastefully presented, especially those explaining origin of sex drive. Controversial by stating theories many might find unacceptable." "It brought out ideas I never thought of and it also taught me things that were recently learned, too. There should be more shows that were as educational as this one" [youth].

DR. WHO

"Has the imagination that tingles the senses of those who watch from 8 to 88! No commercials spoil the sequence. Excellent show! "While the situations are done 'tongue in cheek' the level of entertainment is pleasant without unnecessary violence. Technical quality is very good and there are always some surprises." "[I like Dr. Who's] quick mind and forward way of attacking his problems. The props are also a strong point. Although they are inexpensive and little help to the viewer I feel they add to the spice of the show. They allow the viewer to make his own interpretation of the situation, unlike some Hollywood scenes which tend to box one in." "I find this to be an inadequate time slot because a lot of followers are in their teens and the program cuts into their bedtime." "It is stupid how people travel through little telephone booths" [youth].

HERITAGE: CIVILIZATION AND THE JEWS

"Liked the way the series started at the very beginning of the origins of these people." "These programs have filled out my cultural history knowledge tremendously. My only suggestion would have been the use of more authentic music on more of the soundtrack instead of the library music." "I thought it was informative and was in down to earth terms" [youth].

NATURE

ADULTS

"Fabulous nature show!" "My favorite program." "Gives an insight into natural beauty, as well as how man is destroying it." "Affords the opportunity of learning about far away places in a way which was both educational and entertaining."

YOUTH

"Interesting to learn how wasps and other insects reproduce through pollen in flowers." "Interesting and the islands were beautiful, but it seemed to drag on and got boring after a while especially without commercials."

NOVA

"This is the best science program on T.V. since Cosmos, which by the way was also aired on PBS. Networks care less about science shows." "Very interesting as well as educational." "An accurate protrayal of scientific facts." "I learned a great deal about efforts of Sri Lanka to [become] self sufficient and the thoughts of the resettled people regarding the results. **Nova** is always well presented and covers a large variety of subjects of scientific interest." "Provided a clear and understandable history of women in space. Not only did it have interviews with the female astronauts but it also reviewed the qualifications, requirements, and abilities that these special women needed to go into orbit."

TESTAMENT

"Realistic, not overly grotesque, but very frightening. The movie made an important statement about what life would be like after a nuclear bombing." "Though offering a sad and hopeless ending, the show was so real that it was captivating. The characters were well developed and realistic." "At times I felt too much was going on in too short a time. Events seemed to happen too quickly for me to catch them. Maybe it should have been a two-part movie to allow for the time elements." "Acting was superb. The message was an important one. Got it's point across by using the actors well--not a lot of high class sensationalism. It made me feel my emotions--I cried!"

A WOMAN OF SUBSTANCE

Exc.- "It was a fascinating story, and well acted, with a superb cast." "I liked this very, very much--enjoyed the English scenery--the suspense." "A welcome relief to see something that is well-written. Acting was excellent. The intimate scenes were a bit too explicit for my taste, but not done for sensationalism. I would like to see more novels adapted to TV." "Some of the best sex scenes I have seen on T.V. This program was in every sense a woman's picture." "Allowed the audience to see a woman with drive, without being a nasty vindictive woman as shown [in] **Dallas** and **Dynasty**.

Good- "Felt it followed the book faithfully. The cast was first class. Staging seemed authentic to the periods involved. Too much was compressed in last episode for anyone to follow the motivations of the heroine."

Poor- "Acting by the main actress was sub-par! It was a copy cat of the good British import dramas without the quality story. The morals were so blatantly bad there was nothing attractive to the story. If it had been done with class, it could have been excused" [f, WI].

CHILDREN'S PROGRAMS

MR. ROGERS' NEIGHBORHOOD (PBS)

ADULTS

Exc.- "My child's favorite program for one primary reason--Mr. Rogers likes him just as he is and thinks he is very special. Mr. Rogers has strengthened my child's self-image and has introduced him to so many aspects of life. He has helped my youngster to deal with emotions in such a positive way." "Gives kids a positive feeling about themselves. Calming effect, too!" "My daughter is fully entertained. I am also learning things from the program, to my own surprise." "The script sometimes seems stiff especially for the adult guests. Mr. Rogers seems comfortable with the simple script and it is excellent for children. Filled with friendship and honesty. I like the focus on feelings and sharing feelings. It might bore adults, but there's far too little real children's programming to worry if adults would like it." "My son loves Mr. Rogers and I am in agreement. Children have a way of easily assessing what's important and what's merely superficial. **Mr. Rogers' Neighborhood** is not done with elaborate staging but it is an excellent, 4-star program."

Good- "Presents educational material in a subtle style which does not bore the viewer. Unlike many cartoons, Mr. Rogers often presents a healthy, moralistic perspective. Rogers' childlike, trustworthy appearance works well with children and adult viewers."

Fair- "It didn't seem as creative as a children's show should be. It's even silly the way Mr. Rodgers acts and talks. Most adults I have talked to agree that the show is too 'simple.'"

SESAME STREET (PBS)

ADULTS

Exc.- "A marvelous program for adults and children. It makes children happy while educating them. The adults on the show are very talented and enjoyable to watch. "My kids really enjoy learning this way." "The format of self-contained short segments combined with the thread of continuity woven by the regular cast keep my child interested through the entire hour." "My 2 year old son learns so many basic skills from this program. Also very entertaining. Makes us feel good. We usually view this together." "I think it's good to teach kids about all the different feelings they have and that it's alright to feel them. I didn't like the part with the frog teaching the Spanish word Agua. Pre-schoolers are just trying to learn English and I feel it is unnecessary for them to learn Spanish at that age. My son's favorites are Bert and Ernie, but he gets bored with some of the people on the show. I think the show has too many minorities and not enough white people. I also feel that the set is too junky and looks too much like a ghetto. I also don't like it that improper grammar is used on the show--Cookie Monster is the character that usually speaks incorrectly. I think it's good that the show has a lot of people with handicaps and physical defects" [f, MN].

Good- "I do not like this program, because I do not think the children are actively learning but they are passively learning. When a child learns actively, he or she is putting their mind to work by thinking. [In] passive learning, he or she is not applying their mind, everything is directly stated to them."

AFTER SCHOOL SPECIAL: OUT OF STEP (ABC)

YOUTH

[There was quite a consensus regarding commercials here!]

Exc.- "A fabulous show, good for any age. Taught a person alot." "Convincingly realistic and touching. Also a few pleasant surprises and the music is okay, too." "I thought the commercials went very well with the program. Very good plot." "Too many commercials. The show was very interesting. I like most of the after-school specials." "I thought the theme was good about them both being afraid to use their talents and the way they both keep trying again." "I like the characters and how they act." "I liked it because it had dancing and I'm taking dancing." "[I liked it] because it taught you something special."

Good- "It had good adventures, and it put me in the person's place." "Too many commercials, but over all it was good." "Too many commercials. Teaches a lessen that you have to work to get what you want." "Alot of excitement. Alot of happiness and unhappiness and drama." "I liked it because I like dancing and these things really do happen in our lives. But there ARE TOO MANY COMMERCIALS!"

Fair- "It was O.K. but there's too many commercials." "Boring show. I don't like that kind of dancing."

Poor- "There were to many comercials for a show made so cheap, and nobody acts like that in real life."

WONDERWORKS (PBS)

ADULTS

"The stories have good basic values, are well written, and well produced. It is on at a time when family members can view together and discuss what they have seen. More programs like this, please." "Our 8 year old liked the special photography and special effects. There is a good mixture of race, subject, and historical settings. [It is on] at the ideal time for kids."

YOUTH

[All of the following are responses to **The Boy Who Loved Trolls.**]

Exc.- "It was full of imajination. I love imagination." "The actors act very life like."

Good- "I liked this show because I believe in magical things." "Alot of imagination was behind it." "Fun." "Pretty good, but kind of dumb because there is no such thing as trolls. There wasn't any commecials so that was good." "It reminded me of **The Wizard of Oz.**"

Fair- "It didn't have much of a plot." "A dumb show. The only strong point was the songs." "Stupid. The music doesn't go with the setting. The scenes were realistic but the acting was so childish. No one could follow the plot. They were trying to mix fantasy with real life." "Babyish." "It had too much imagination."

Poor- "It was for littler kids." "I didn't like it because it didn't agree withe my qualities." "The music didn't go with the scenes."

CARTOONS

The adult respondents evaluating cartoons had praise for programs that had plot as well as action, without excessive violence, and good quality animation, although, as some pointed out, that cannot redeem a poor or vacuous plot. Children liked "funny" cartoons that showed variety and were "not the same thing all the time." Comments on individual programs are available from our NTC office.

SOAP OPERAS

Daytime soap operas continue to be favorite programs for many Look-Listen participants. Due to space considerations, we are unable to print comments for each of the programs evaluated. The following comments are for the three daytime soaps that received more than 20 evaluations. Representative comments for other daytime soaps are available from our NTC office.

Most respondents were female. Responses below from males are noted.

ALL MY CHILDREN

	Exc.	Good	Fair	Poor	Total	Score
Adults	4	11	3	0	18	3.05
Youth	3	7	0	0	10	3.30
Total	7	18	3	0	28	3.14

ADULTS

Exc.- "Sheer entertainment. The acting is done well, the story line is innovative and exciting and lets the viewer become involved in their unrealistic world." "Very enjoyable and comes on at a perfect time to watch it--during lunch." "I think it is better than others because it incorporates humor into the story lines. Realistic enough to be believed. Costumes are good but scenes played outside are not realistic sets. Actors are very good. I think that some impromtu acting plays a part in this show which adds to the appeal." "The people in it are close to my own age. Very entertaining and keeps you interested" [m].

Good- "The people get into more twisted situations than any other soap and I also think it is more exciting [than other soaps], especially when it has in it Erica Caine." "The most professional of all the soap operas I have seen. Appeals to all different age groups. Like all soaps, it contains adultery, premarital sex, pregnancy, and revenge, that is why it does not agree with my values." "The human emotions and predicaments dramatized are the most natural of any other daytime dramas I've watched." "Although usually unrealistic and stupid, I'm still watching to find out what happens to the characters." "Though the situations are supposed to be realistic I usually find them unrealistic and even humorous." "Good drama, acting, scenes, settings, and people. I like the characters and how they are used" [m]. "It moves a little slow." "Something exciting happens everyday. I watch it as often as possible" [m]. "Showed examples of everyday living. Displayed terrible morals and values." "Presents believable characters in realistic situations. Unlike other daytime soap operas, **All My Children** avoids gross sensationalization meant to attract viewers. Does not concentrate on deaths, murders, affairs, hospitals, or the wealthy as much as other daytime soap operas. Perhaps the most popular daytime program among my peers" [m].

Fair- "Even though this program has no redeeming qualities, I'm addicted to it. I like to laugh at the sometimes silly and outrageous plot." "I can not understand why millions of people watch these soap operas. So unrealistic that I found [it] funny. A complete waste of time. In my opinion, all these soap operas should be taken off the air" [m].

YOUTH

Exc.- "I love the different characters in it. Makes you live wild fantasies." "Real life roles."

Good- "I put my self in to the characters position. Some things on the show help me with my life." "Usually the plot is interesting and fun to watch. Although most of the values are far from agreeing with my own, I still enjoy watching." "Makes you want to know what will happen to the characters next. Gets a little unrealistic and stupid at times." "Lots of entertainment and excitement." "Good actors, good script, easy to relate to."

DAYS OF OUR LIVES

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	3	2	0	7	3.00
Youth	10	3	0	0	13	3.77
Total	12	6	2	0	20	3.50

ADULTS

Exc.- "Yes, soaps are trash TV, but I love the fantasy and watch when not working (once a month)." "Interesting and has alot of excitement" [m].

Good- "I enjoyed the involvements of each story line. Background settings, costumes and actors were very natural. Some of the lines were forced and the acting at times became slightly artificial, overdone pacing turning to exaggerated excitement, but the overall show held my interest. Amount of commercials was high." "Has been my favorite soap opera for years but lately the story line is so ridiculous. How many times can they bring Stephanie back from the dead? Seems like the show is trying too hard to compete with **General Hospital**. How about some story lines about real issues--Anna's M.S.? Unemployment? or missing children? I also miss the humor between Doug and Robert."

Fair- "I enjoy the storyline, the excitement and adventure, [and] the acting by all characters. The use of actors (Black and White) to portray reality as in Life also gives this program a sense of validity" [m]. "Two of my older girls watch. They went to New Orleans to see Bo and Hope at the World's Fair. I would not watch this serial. Too slow moving, unbelievable script. The characters are very interesting" [f, LA].

YOUTH

Exc.- "This show gets down to the nity gritty of someones life. This also shows two sides of a person. I really enjoy how they include the younger generation. I tape this on my VHS." "I've been watching this since I was little. My favorite character is Bo Brady. I think he is cute and he reminds me of my brother." "It's got a lot of action and suspense. I don't exactly agree with all their values because there's a lot of falling in love at the age of 16 or 17" [m]. "I have watched it since I was one year old. I'm really into it. They keep it interesting all the time, running smoothly. "Good variety of age and situations." "Its just fun." "It's my favorite, it has a lot of drama and action and sometimes some comedy." "Very good actors and actresses. Its more like the real life than a lot of shows are."

Good- "It's always full of action. Plus the Romance is nice. But sometimes they go a little far."

GUIDING LIGHT

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	2	0	0	4	3.50
Youth	11	4	1	0	16	3.62
Total	13	6	1	0	20	3.60

ADULTS

Exc.- "I have watched this show for many years. I love this show because I feel the characters are my friends; I feel their emotions because I know them so well. As a woman, I need to know the motivation and feelings of people when they act or react."

Good- "I really don't like soap operas that much. I watch this one because the characters are a little easier to identify with." "I have watched it for a long time and enjoy following the story line. The people are young enough to relate to. It does get ridiculous sometimes."

YOUTH

Exc.- "The actors are good, it always have a great storyline, it holds your interest, and it's my 1st favorite." "Lots of drama, very exciting, lots of Romance." "Helps kids to really understand what goes on in life." "Can be very funny. The characters are all different ages. Also, there is other things going on besides affairs and so on. A lot of action, has something happen every day." "The characters make everything look so real." "I like the characters, especially the guys." "Action is fantastic. The guys are great looking."

Good- "It shows how people relate to each other." "It remind me of human life" [m]. "A lot of action in this show, as in fooling around" [m]. "Has some very bad part that couldn't happen to many people if any."

Fair- "It get's boring alot and all the soaps are alike."

TALK SHOWS

DONAHUE

ADULTS

Exc.- "An excellent host who involves the audience greatly in the topic being discussed. Topics chosen are fascinating." "Donahue does a great deal of homework on his guests and topics." "He is always well prepared and it is not allowed to get out of hand. Material is of real interest even tho' often controversial." "He isn't afraid to get straight to the point."

Good- "In most cases a very even tempered, well rounded discussion ensues. On occassion things get one-sided. Unbiased overall." "A good subject

66

[Central American problem], well presented. Too often this program deals with sex problems." "I liked the show because it dealt with the issue of homosexuals in the media."

Fair- "Donahue tries to impress his opinion as the current point of view. I find him abrupt, abrasive at times." "Too much talk of sex." "Dominated by Donahue."

LATE NIGHT WITH DAVID LETTERMAN

ADULTS

Exc.- "Finally, a show that's alive, energetic and creative. Contagious humor. I was impressed with Letterman's believability and spontaneity. A communication between the host and audience is developed continuously." "I love this program because it is very entertaining and one never knows what to expect." "Very funny. My favorite show." "Offers a type of humor which I enjoy, being a 20 year-old college student." "A great deal of audience participation and feedback. Letterman himself is a great host because he comes across as just an ordinary guy, that can be 'had' just like the viewer." "My only criticism [is] he seems to make fun of people a little bit too much, sometimes where it borders on cruelty. However, he and his fine show are a refreshing change from the drab and stiff formats of previous talk shows. David Letterman is the 'Young People's Johnny Carson." "Even though the guests are often unknown prior to the show, they almost always turn out to be quite memorable, sometimes due simply to Mr. Letterman's loveable compatibility." "Letterman's very informal interviews tend to bring out the 'other side' of a person. In this case he made Burt Reynolds seem like the 'boy next door.'"

Good- "The best parts are not the guest stars but the sketches." "I enjoy the diversity of guests and the humor Letterman possesses and also brings out in his guest." "The perfect mix of humor, music and information."

Fair- "This is a strange show! They took this off here once before. I can see why."

THE TONIGHT SHOW

ADULTS

Exc.- "This show is for lots of laughs and pure entertainment--it's a highlight to my day." "Any entertainment that can get people laughing and forgetting about what ails them is a welcome relief from the many violent and depressing programs on T.V. today." "Worth staying up to watch."

Good- "Johnny is a tireless, quick-witted ad-libber. Ed is an excellant supporting straight man. Sometimes can be educational. Has current humor. The music and band are excellant." "[Carson] seems real, believeable, not always perfect or too intelligent." "A long time favorite."

Poor- "I found his humor sick and the entire show a disgusting waste of time." "Joan Rivers was the host. She's very crude--and has all off color material."

SPORTS

MONDAY NIGHT FOOTBALL

	Exc.	Good	Fair	Poor	Total	Score
Adults	4	9	3	0	16	3.06
Youth	10	6	4	1	21	3.19
Total	14	15	7	1	37	3.14

[Note: Among the adult respondents, about half were female. Among the youth, much fewer females responded.]

ADULTS

Exc.- "I enjoy the excitement and competition. Many things can be learned from viewing sporting events, such as good sportsmanship and the importance of a team effort" [m, LA]. "Only one problem which is sad but true, I miss Howard Cosell" [f, LA]. "Good sports commentators. It's always an exciting show for me" [f, LA].

Good- "Entertaining without presenting a story. Athletic skills by the players are interesting to watch. The program is not taxing. Sometimes it's good therapy" [m, LA]. "Gets you fired up" [m, LA]. "I enjoy football. To play and to watch is almost the same to me" [m, LA]. "Football is my favorite sport, thats why I love to watch" [m, NJ]. "The announcers had a very good knowledge of the sport" [m, MI]. "I think the cameramen did an excellent job" [f, LA]. "I watched this because my husband did. I really don't like football but this show was pretty good. The fans and competition of the teams makes the game fun and interesting!" [f, LA].

"Although I am an avid football fan, I am slowly losing interest in watching games on television. There is too much chatter by the announcers. We don't need all the commentary and frequently it is quite disruptive to the game itself. My second complaint is the depth of the pre- and post game reporting and analysis. Football is treated like an international news event; it is analyzed to death including the most ridiculous Jimmy the Greek predictions and totally useless interviews generally done by whomever happens to be the token woman for the year. Television sports could learn much by listening to radio announcers. We usually turn the TV sound off and turn on the radio!" [f, WI]. "O.J. Simpson is a terrible announcer. He talks like he has a mouthfull of marbles. He certainly is not a Gifford or Meridith but they can talk and be interesting. O.J. is boring. And I'm sure I'm not the only one who thinks this way" [f, PA].

Fair- "The program is good, but sports occupies too much of prime time viewing" [f, LA]. "Coverage is terrible, but I like football" [m, MI]. "I like the commentators. Sporting events on a Monday night are rare" [m, MI].

YOUTH

Exc.- "I love football" [m, LA]. "A chance to watch the pro's" [m, NJ]. "I think ABC has the best football coverage" [m, LA]. "The only suggestion I could make to ABC would be to move the games to 7:00 (CDT) for people who have to go to work or school the next morning and couldn't stay up until 11:00" [m, LA]. "I liked the action, but their could have had better refs" [f, FL]. "Excellent game, but bad refs" [f, FL].

Good- "I liked watching the different exciting plays. I understand football so I can appreciate a good game not like most girls" [f, LA]. "It updated me on what was going on in the NFL" [m, LA]. "I like sports alot and thats all I watch on T.V. The announcers are not the best (O.J.). He may be good at playing football but not at announcing it. Howard was probably better" [m, IL].

Fair- "I don't think the announcers are very good. They don't have good teams playing as much as they used to" [WI]. "I like to watch NFL football only when teams I like play." "I don't enjoy watching sports on television. I also don't understand football" [f, LA].

CABLE

The percentage of evaluations for cable programs was the same this year as it was last year (5.5%). Again, we are unable to include comments for most of these programs due to the low number of evaluations per program. Certain classroom teachers assigned their students **Brain Games** and **Double Trouble** to evaluate; therefore we received a good number of responses for those programs and included them below. Comments for individual programs may be obtained from our NTC office. See News and Children sections and tables of results for more comments and findings on cable programming.

MTV

	Exc.	Good	Fair	Poor	Total	Score
Adults	1	1	0	0	2	3.50
Youth	17	6	0	0	23	3.74
Total	18	7	0	0	25	3.72

YOUTH

Exc.- "We bought a special converter just so we could get MTV. I love the videos and the music. I find it boring when a dumb video comes on, but most of the time they show good ones. I especially like the countdown." "They don't play many good songs. I like some of the videos." "This is hard rock, great to watch! Great because it is on all the time." "The artistes are really good." "Fun to watch." "I like the contests and especially Allen Hunter (one of the VJ's). I also like the commercials. They have one on Don't smoke and Kick the habit. It has all these cigarettes on the floor and girls are dancing on them." "I'm 14, the videos make me understand the songs more." "They play all the up to date videos. You get to hear about your favorite groups and find out when there concerts are." "There's a variety of music, music news."

Good- "They play the kind of music I want to hear and I like most of the vidoes." "I like it when they show 'classic' oldies. Well organized with music news, music videos, and music interviews with artists."

BRAIN GAMES

YOUTH

Exc.- "I like quiz shows especially this one. I didn't like the riddles. They weren't really funny." "It's educational." "Funny." "I liked it because of the laughter and making you think."

Good- "A very good show but childish." "Really tested your brain. No commercials." "Really made me think sometimes." "Funny in some parts but most of the jokes were old."

Fair- "Dumb cause it tried to be funny and wasn't."

Poor- "Babyish." "I didn't understand it."

DOUBLE TROUBLE

YOUTH

Exc.- "It relates to my sister and I. It's a very creative show." "Good and new ideas. Good characterization. Deals with some examples of my own problems." "Funny and full of surprises."

Good- "Use of fast and slow camera speeds was juvinile and pointless. Every show is a play on the TWIN situation. Why can't they just be SISTERS sometimes? Why not bring in some normal characters (not 2-dimensional)? The actresses are wonderful, but dragged down by poor plots and cute costumes." "I didn't like the opening, especially the music. I liked the two actresses and the fact that they were twins. Somewhat funny, but the theme was trite. Overall unimpressing." "The signature music sounded like the opening to several other shows. It wasn't very original. I liked the comedy, but it seemed unrealistic. The characters weren't believable. They were too happy all of the time. Using twins is an original idea—or at least not over-used."

SPECIAL MOVIES AND MINI-SERIES

Many of these programs were evaluated, but, unfortunately, we are unable to include most of the them due to the low number of responses per program. The four that did elicit a significant response are included below.

THE BURNING BED

ADULTS

Exc.- "Because of the advertisement and interest it aroused I watched this show. The story was enlightening." "The man (husband) was not done badly enough for being a wife-beater."

Good- "My favorite type of entertainment was involved--a murder trial (in movie form) with a message to a large number of people. It provided a public service and a source of help to those in need." "Did much to publicize an ongoing social problem. As such, it was quite successful. However, the acts of abuse and violence became repetitious and boring." "Although no solution to the issue of domestic violence was presented, the program may encourage abused persons to seek assistance. We are encouraged to take a hard look at our legal system in regards to such cases." "Good presentation and acting on a problem in this country."

YOUTH

Exc.- "A true and real story." "Very interesting to see how this woman was treated and how it affected her and her childrens life. Also, how she put up with it for so long without doing anything about it." "Kept my interest because abused wives is somethig everyone should know about and try to prevent." "It was exciting." "It was a good idea to have a number for women who are being beaten to call." "Very good because it let battered women know that they aren't by themselves and they can get help." "I think everyone that had a television should have watched to learn about what goes on behind closed doors."

Good- "It shows how evil people can be and also how fair people can be."

ELLIS ISLAND

ADULTS

Exc.- "The miniseries followed the book very closely and was very well done." "[Helped me] understand what people had to go thru to come to USA. Of course there was exaggeration but that's OK. Good versus evil. Love, forgiveness, triumphs. A very good show." "Educational, entertaining, thought-provoking. Flaws: immigrants had a 'bull' in steerage. Immigrants 'fell into' good fortune too often. Loan shark stereotype. Use of black and white 'still' photography to introduce each segment following commercials was very effective."

Good- "Writing quality varied a great deal. Somewhat disjointed and hard to follow at times. Well staged for scenes. Overall a good effort--not one I would watch twice." Ellis Island scenes were not realistic in many aspects. Otherwise, good, well-acted drama." "Liked history of American immigrants. However, program did not focus on average person. More like a 'soap' of people who made good."

Fair- "Situations seemed contrived and the people did not seem real. I expected this series to have some historical accuracy and educational value." "Went too slowly to keep interest."

Poor- "Were we expected to take this show seriously? I would have liked to have been on the boats since everyone got off and made a fortune. I can't believe how prejudice was glosed over in this show either. I was sick after watching this trash. **The A-Team** is more believable than this was."

FATAL VISION

ADULTS

Exc.- "Wow! I really liked this show. The actors were great, especially the one that played the doctor-husband. Very moving show. Trial scene was really great. The best mini-series since **Shogun**!" "Acting was excellent. The persistence of the father character in pursuing justice was admirably shown." "Real-life plot. A display without going overboard. Directing was very good." "Very touching."

Good- "The script was poorly written. The direction was quite good, however. The acting was excellent." "I think it is good to show T.V. movies based on real happenings because they educate the public." "A true story, well-acted, shocking, and should not be for general viewing. Alerts one to the possibility of such a 'Jekyll and Hyde' person in our midst."

Fair- "Disliked greatly! Felt disgusted and frustrated after watching. We need more entertaining films. Something that leaves you with a good feeling."

YOUTH

Good- "I liked this movie but it was pretty scarey." "Handling of the subject matter was professionally done. The point was made clearly and expertly. However, it could have been condensed some so that it could be seen in one night."

Along with the many individuals across the nation, the following organizations and schools promoted and participated in this year's Look-Listen Opinion Poll.

AAUW Mass Media Group Madison, WI
AAUW Study Group, Watervliet, MI
AERho Chapters across the nation
Alfred Animals 4-H Club, Alfred, ME
Anclote Elementary School, Elfers, FL
Archdiocesan Council of Catholic Women, Chicago, IL
Baker High School, East Baton Rouge, LA
Baton Rouge H.S. Drama Classes & Parents, Baton Rouge, LA
Bryn Mawr College, Dept of Art History, Bryn Mawr, PA
Christian Mothers, Glen Ullin, ND
Citizens Action for Better Television, Philadelphia, PA
Clifford Bible Study Group, Clifford, ND
Council of Catholic Women, Humboldt, IA
Dona Ana County Extension Club Las Cruces, NM
Garden Grove Jr. Woman's Club, Garden Grove, CA
Glen Oaks High School, East Baton Rouge, LA
Grand Rapids Baptist College, Grand Rapids, MI
Grant High School, Portland, OR
Guilford High School Sociology Class, Winnebago, IL
Hampden Township Civic Club, Campbell Hill, PA
Holy Trinity High School, Hicksville, NY
Hometown Jr. High & Elementary Schools, Hometown, IL
Hudson Jr. Woman's Club, Hudson, VA
Jackson Middle School, Jackson, MN
Jacksonville Woman's Club, Jacksonville, AL
Kennedy Elementary School PTA, Madison, WI
LASU Laboratory High School, Baton Rouge, LA
LSUS Dept. of Comm and Speech Classes, Shreveport, LA
LSUS Speech Class, Baton Rouge, LA
Lake Charles Study Group, Baton Rouge, LA
Los Altos United Methodist Church, Long Beach, CA
Louisiana Association for Better Broadcasts
Loyola University Mass Communication Dept, Chicago, IL
Lumberton Jr. Woman's Club, Lumberton, NC
Lycoming College/Mass Comm Dept, Williamsport, PA
Madison Girl Scouts, Madison, WI
Manitowok Catholic Women's Club, Manitowok, WI
Middleton High School, Middleton, WI
Milwaukee Chapter DAR, Milwaukee, WI
Mooresville Woman's Club, Mooresville, NC
Morton High School, Hammond, IN
National Federation of Music Clubs
Nicolet High School, Glandale, WI
Norfolk Jr. Woman's Club, Virginia Beach, VA
Northern Valley Regional High School, Old Tappan, NJ
Plymouth Catholic Women's Club, Plymouth, WI
Port St. Lucie Woman's Club, Port St. Lucie, FL
Racine Catholic Women's Club, Racine, WI
Richmond School Challenge Program, Sussex, WI
Sam Houston State Univ/Radio TV Film Dept, Huntsville, TX
Schenck Middle School, Madison, WI
St. Simeon Woman's Guild, Bellwood, IL
Television Awareness Training Group, Warwick, RI
WVIZ-Channel 25, Cleveland, OH
West High School, Madison, WI
West Salem Middle School, West Salem, Wi
Westdale Middle School, East Baton Rouge, LA
Wisconsin PTA